

## SCREEN

## RADIO MUSIC

## STAGE



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# RADIO COMICS' BULL MARKET

## A. J. Balaban Predicts New Type Of Show Biz Via Tele Productions

By MORI KRUSHEN

A. J. Balaban, operator of the RKO New York, returned to N. Y. from Hollywood last week with completed plans for setting up television film production in line with the radical change in theatre operation and film production which he foresees as a result of television development.

Balaban, who was one of the chief factors in the development of picture house presentation originally, regards television as the starting point for a new type of show business after the war.

He has been studying television developments for the past seven or eight years, first in England where the new media had been developed more fully than in the U. S. He has been studying in England, where a theatre sold out at five pounds (around \$4 U. S. funds) per ticket and a television screening of a horse race was presented.

Balaban is figuring on production (Continued on page 10)

## 'Mile.' Models Double As Guineas Double Tele Makeup Testing

Hollywood giant stepped into the television production problem in New York last week when "Made-to-order" filmed a female-plaintiff and show over DuMont's W2XW-TV and ran into makeup problems. After gown tests on models under lights had them looking like zombies or changing, the Helen Rubinstein organization was called in to devise rouge and powder recipes.

After nearly 20 experiments, making base of blue and green rouges was adopted, and came through okay on the screen. Fabric tests on models' gowns, etc., also as being trued out. On last week's show a model tricked out in a formal gown that had appeared in videos to be wearing a shiny white movie. She didn't look bad either way, but top editors think rightly that fabric reproduction must be conquered before tale can tell true story on fashion shows.

## FEW HAYLOF TROUPES SEEN FOR THIS SUMMER

There will be some summer stock (farm) troupes this year but only a scattered few in the truly rural districts. There are varied reports of stock troupes to date only four have registered with Rousty, those spots being Dallas, Milburn, N. J., Grand Rapids and Peck's Island, Me. No other stock is in 'n' in Maine, New Hampshire or Vermont. New York, N. Y., is also announced to operate.

Stocks will probably eventuate in bills as during the past two summers, when between six and eight were in operation.

## 'Voice of the World'

Broadway ticket agency couldn't oblige on a request it received last week for two tickets.

Guy who wrote he was coming on from Kansas City put in a bid for seats for "Tomorrow the Turtle."

## FCC Lifts Dual Owner Deadline

Washington, April 4.

The FCC today (Tuesday) suspended the May 31 dual ownership deadline but ordered that owners of stations affected by the ruling must fulfill other requirements.

Stations remaining under ownership (forbidden by the FCC rule must: (1) file applications for disposal before May 31; (2) submit a petition for a license extension with full explanation of proposed sales or transfer; or (3) submit a petition for a public hearing before the FCC to determine whether the multiple ownership rule applies.

The FCC also announced that careful examinations of all multiple ownership cases now before them will be made to see how much "overlap" exists in each individual locality. Station claims as to coverage and audience pull, location of population centers and program content will be sifted to fix status of the outlets involved.

Among requests for the deadline extension was one from Earl C. Anthony, Inc., West Coast broadcasting firm, in connection with its on-the-air deal with the Blue network for KBCA, San Francisco.

## Smith & Dale, Pards For 40 Yrs., May Find Selves 'Suddenly' Discovered

Smith and Dale, oldest and perhaps the most famous two-male comedy team in show business, whose partnership goes back even further than Olsen & Johnson, and Abbott & Costello, were suddenly "discovered" following their guest appearance on the "Philly-Fair" Radio Hall of Fame program last Sunday (12). Louis B. Mayer wired Marvin Scherick from the Coast, suggesting that the comedians wait for him in N. Y. to discuss a deal.

However, team had to leave for the Coast Monday (13) to open in the new Felix Young-Danury Winkler revue titled "80 Revue" at the Belasco Theatre, Los Angeles, on May 1, and plan to see Mayer there, including Borrah-Mineville, Lena Horne and Nan Wynn.

Joe Smith and Charles Dale, 62, teamed up in 1908.

## PAY DEMAND NO LONGER ROUTINE

Renewal Time Finds Top Funny Men Holding Out for More Money, But Agencies and Sponsors Can't See It Their Way—Plenty of Bickering in Offing

## BENNY PRECEDENT

Those tests expressed by agencies and sponsors about new salary demands by top ranking comedians following the Jack Benny-Paul Mahoney at \$35,000 a week plus \$500,000 for exploitation, were far from groundless, critics now are learning to their dismay.

This year renewal time is taking on all the aspects of the oldtime Jake Ruppert-Baby Ruth holdout negotiations, with stars in some instances demanding as much as continued on page 21

## Morris Agcy. In MCA Band War?

Contractual argument between Benny Goodman and Music Corp. of America, which caused Goodman to break up his orchestra last week, is more than just a dispute between the leader and the agency. It boils down to a bitter, undecided war between MCA and the William Morris band department, which is headed by Willard Alexander, former MCA executive.

Goodman, who left N. Y. last week, and assertedly intends to remain inactive until his contract runs out at MCA (it has about 18 months to go) or MCA sells it back to him. He has offered \$50,000 for it, which the agency turned down. He apparently figures that sooner or later MCA will realize he means business and rather than lose out completely, will accept the \$50,000.

## COL. LAWTON TO DIRECT INVASION PIX FORTS

Washington, April 4. Col. Kirke B. Lawton, chief of the Army Military Division, will personally direct the taking of motion pictures in the coming invasion of Western Europe. Formal announcement that Lawton has taken over is expected from General Eisenhower's headquarters in Britain.

Pending orders for Lawton at Army headquarters in Washington is Col. Lyman Munson, who has just returned from Britain, where he was in charge of pictorial work.

## OWI 'Afraid' To Tell Real Story Of War, Home Front, Ex-Staffers Say

## Show Biz's 4F Loss

Washington, April 4.

Show biz reached for the aspirin bottle again last weekend. There is mounting pressure here to draft the 4F class for farm and factory work.

## Winchell Refuses To Be Muzzled

Although Walter Winchell's sponsor, the Andrew Jackson Co. officially wrote "him" to the former's office war battle with Cong. Martin Dies at the conclusion of the so-called communist-composer's broadcast Sunday night (12), indications are that freedom of speech on the air "will continue to be a troublesome issue until radio adopts a definite policy governing such situations.

In anticipation of Sunday night's Winchell broadcast Blue network officials and others heeded the columnist at the web's office last Thursday afternoon. The newscaster stated his mind frankly that he would not be gagged, and yowled up with a paraphrased crack on the song title, "Don't Swooshheart Me."

Blue prexy Mark Woods, along with executive vice-presidents Edgar Kohak, Phil Lennen (a Mitchell), Jim Andrews, program director, of LAM Winchell and the latter's attorney powwowed for two hours and thrashed it all the newspaperman reiterated his position of freedom of thought and expression; refusal to be gagged, directly or indirectly; and wanted to know if "any American could object to my continued exposure of subversive activities."

Scripters, directors and producers from the agencies and networks, who have returned to radio's fold after a sojourn into the radio division of the OWI attribute their exit from the Government agency to "complete shaking of their abilities by endless red tape. The same programs which they find the major webs are almost eager to produce today, they claim, were nixed when formulated for OWI.

Extreme conservatism and lack of courage that immediately bluenippled, any progressive or clear-sighted ideas in projecting the real nature of the war into their material is cited by many of them as the reason for checking off the OWI payroll in disgust.

That commercial radio, despite its many fears, is cognizant of the need to reach out to the people with a clarification of the business involved in the war, only serves to make more obvious, they say, the shortcomings.

(Continued on page 21)

## Russia Developing Its Pix Production With U.S. Equipment in Siberia

Russian Government is reported buying large quantities of up-to-the-minute equipment, following a survey of American film production facilities in Hollywood, for shipment to Siberia; where elaborate film studios are planned by the Soviet. Understood the Russian film project, already under way, will be developed on a large scale.

Mentime, Boris Ivanov recently arrived in the U. S. to take over as the new Soviet cinema rep, headquartered in N. Y., to supervise distribution of Russian films in the U. S. (Artistic handles physical distribution) and to buy more American pictures for exhibition in Russia.

## FOR TELEVISION









THE INDUSTRY'S PROUDEST OFFERING "THE MEMPHIS BELLE"  
TECHNICOLOR SAGA OF OUR AIR HEROES, BOOK IT NOW!

# NEWS ON BROADWAY!

**20<sup>th</sup> CENTURY-FOX JAMS  
ROXY WITH "FOUR JILLS  
IN A JEEP"... "SONG OF  
BERNADETTE" 11<sup>th</sup> WEEK  
AT THE RIVOLI!**

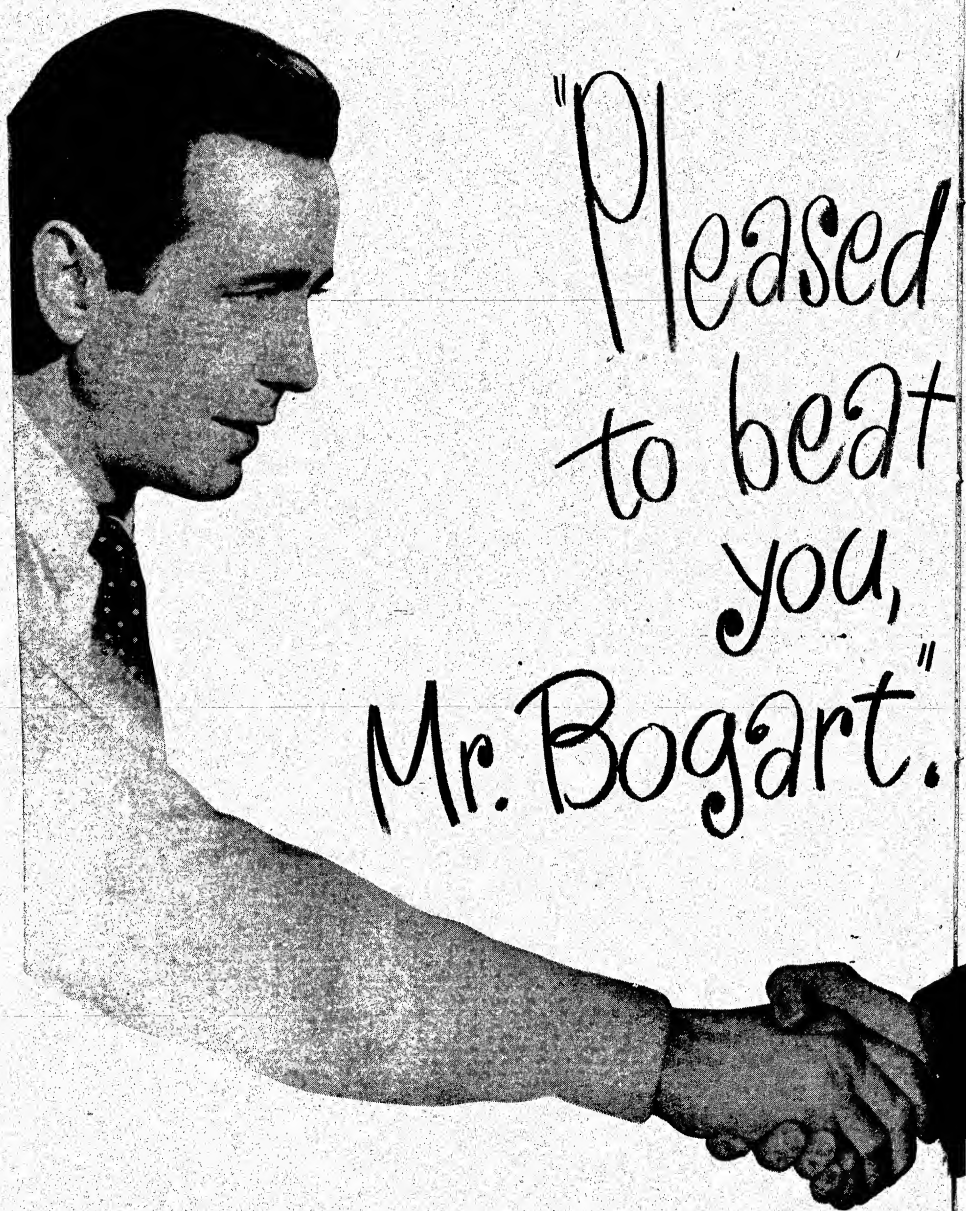
**the loop in Chicago with 4 simultaneous first runs!**

**"THE PURPLE HEART"**—all-day lines at the Roosevelt as it holds over! • **"THE SONG OF BERNADETTE"**—four weeks of sky-soaring receipts at the State-Lake! • **"JANE EYRE"**—held over third week at the United Artists! • **"LIFEBOAT"**—hitting the kind of business at the Apollo that makes it a current Box-Office Champion! (Motion Picture Herald)









"The Memphis Belle"  
Technicolor Saga of Our Air Heroes. Book It Now!





The Star,  
the Producer,  
the Director  
and most of the  
"Casablanca" Cast  
are together and  
beating "Casablanca"  
now in

# PASSAGE TO MARSEILLE

*Warner, Warner Everywhere!*

JACK L. WARNER, Executive Producer

HUMPHREY BOGART in 'PASSAGE TO MARSEILLE' • CLAUDE RAINS • MICHELE MORGAN • PHILIP DORN • SYDNEY GREENSTREET • HELMUT DANTINE • PETER LORRE • GEO. TOBIAS  
A HAL B. WALLIS Prod'n Screen Play by Casey Robinson & Jack Mott • From a Novel by Chas. Nordhoff & James Norman Hall • Music by Max Steiner Directed by MICHAEL CURTIZ

## Cartoonists Ask:

# Post-Easter Will Really Tell B.O. Effect of 20% Tax; So Far It's OK

Although some situations were under normal for a Saturday-Sunday this past weekend, the picture business went into effect, including in N. Y. City, telegraphic reports on gross receipts from various parts of the country were high on an average as should be expected. In fact, the picture business was declared business as usual in N. Y. City, with the picture business reported to home offices in N. Y. was better than had been anticipated in many ways, with many theatres admitting prices, with many theatres taking the net scales in addition to passing on the tax to the public.

Other Spending Was Big  
It is also held that the more remarkable that gross hold-up in the weekend, since many persons, in order to get in under the tax deadline, loaded up on pictures, thus reducing their normal spending ability for entertainment purposes.

While there was no immediate effect directly traceable to the 20% tax on tax, operators and distributors remind that weekend averages will probably give some indication on whether the picture office prices will reduce attendance but that, in order to make comparisons with any sense of accuracy, at least a month or more will have to pass. Weekends, including April 1-2, first two days of the week, are no exception, also, it is added, since on weekends there is business for even the picture business, and that Monday-Tuesdays-Wednesdays-Thursday-Friday provide a better gauge, since people ordinarily do their film shopping on these days instead.

Again it's pointed out, however, that N. Y. and certain other large centers offer no guide, either so far as box office receipts figures, or as to the possibilities on pictures are concerned but the impression prevails that the picture business, which formerly away up, have now reached such high peaks with the season of the 30s, say, that the picture business downward in most parts of the country may ultimately become necessary. However, it will depend on the variation in attendance, since at tipped prices theatres can still make a few pennies more than the same. Also, without as much wear and tear on the theatre and staff.

Chl Fans Well Pre-Sold  
Film fans here are taking the increased admission taxes in stride, with very few complaints. It is believed that most film patrons were pre-sold on the increased tax by trailers, showing the theatre prices well in advance, and the publicity given by "a daily paper" on the subject. In fact, many reports were reported in the Loop district, and holdouts were the rate in downtown and bigger theatre hood houses, as usual, on Saturday and Sunday.

## 7-Day Clearance of N. Y. Indie Cut to One Day

"Reduction" of clearance in the metropolitan N. Y. area, from customary seven days, or more, to just one day, first time that such a cut has been made since the decrease into effect in Nov., 1940, had been ordered by the Appeal Board of the American Artists Association in favor of the Interstate circuit after a hard-fought case. The action was first brought last fall by B. K. R. Holding Corp., an interior subsidiary, operating the Palace at Perth Amboy, N. J. It was claimed that the clearance of seven days, enjoyed by the Drake theatre in the Triplex, was uneconomical since no competition existed between the two theatres. The Interstate circuit asked for the clearance to be abolished or reduced but the local N. Y. arbitrator sitting on the John Wadson, cleared the clearance.

The Appeal Board reversed that ruling, cutting the clearance to just one day on all pictures of Paramount, Metro, Warners, RKO and RKO-Paramount.

## Kaufman-Hart Among Creditors Vain Lost Suit

Warners, George S. Kaufman and Moss Hart, and others who won court costs from Vincent McConnell, playwright, in his play, "The Murderer," in writing their successful hit of a few seasons ago, "The Man With Camera to Dinner," WB flunked it.

## Canadian Parliament Slaps Down Attacks On Its Film Board

Ottawa, April 1.  
Motion pictures in general and the National Film Board in particular were loudly and emphatically denounced by members of Canadian Parliament in a debate on the Toronto MP, A. R. Adamson, for attacking the NFB as "an instrument for spreading foreign propaganda." Next day (1), press of Canada admitted support House of Commons with any sense of accuracy, least a month or more will have to pass. Weekends, including April 1-2, first two days of the week, are no exception, also, it is added, since on weekends there is business for even the picture business, and that Monday-Tuesdays-Wednesdays-Thursday-Friday provide a better gauge, since people ordinarily do their film shopping on these days instead.

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## DICK POWELL TO TOP FAREWELL MY LOVELY

Hollywood, April 4.  
RKO assigned Dick Powell as male star in "Farewell My Lovely," directed by Adrian Scott, under his new contract.

Edward Dmytryk will direct from a novel by Raymond Chandler.

## Col. Cooper Resigns Can. Distribs; Devaney In

Toronto, April 4.  
More than 20 years' experience of Canadian Motion Picture Distribution Association, Col. John W. Cooper has tendered his resignation because of many other interests. Devaney, RKO-Paramount, Canada, takes over, with Al W. Perry, gen. manager-Universal, in as successor.

Directors' elected: Dave Coplan, A.; Gordon Lillian-Patt; Pat Henry; Edman J. R. F. Films (MGM); R. Rosenthal; Col. W. Cohen; W. S. Samson, 20th-Fox; Herb Allen, RKO; Harry Kaufman, RKO.

## Off-Stage Orders

Hollywood, April 4.  
Film editors and sailors, male and female, will stay away from the picture business, while the PRC, lot while in uniform, or else, sign at the gate-reading.

## Reagan May Step In To Succeed Agnew as Par V.P.

Breaking with Paramount after 24 years to go to David L. Seidman, Neil F. Agnew, v.p. in charge of distribution for Par, is expected to clear up matters between April 15 and May 1 to take up his new post with Seidman's Vanguard Films.

Agnew is to get salary, reportedly over \$100,000 annually, it is understood Agnew as v.p. in charge of distribution for Par, is expected to clear up matters between April 15 and May 1 to take up his new post with Seidman's Vanguard Films.

Par Executive Moves  
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## Ullman's Heart Attack; Ament, Bonafield Sub

Frederic Ullman, Jr., 40, police news press; in charge of all RKO-Paramount shorts production, has been laid up for a week, as a result of a heart attack suffered about 10 days ago. Likely that he will be declared a permanent invalid about two months. Overlook is blamed for the attack.

Ullman's v.p. in charge of the network, is in charge while Ullman is away while Joe Bonafield, who has been producing shorts for about two months, Overlook is blamed for the attack.

# Selznick's Neil Agnew Deal Portends New and Wider Scope for Vanguard

## Carnegie Hall Cavalcade To Embrace Top Musicians

Directors and other backers of Carnegie Hall, New York, will help line-up many of the outstanding musicians, dancers and singers of the concert stage and opera, who have been invited to the Hall over the years for a film titled "Carnegie Hall," which Boris Morros plans to produce. Names such as Arturo Toscanini, Serge Koussevitzky, Paul Whiteman, Benny Goodman, have been mentioned as possibilities. The Hall is in for a cut of the profits.

## Barred From Balcony And Boxes One Means To Curb Juve Vandals

St. Louis, April 4.  
To combat the growing vandalism by juves in flicker houses, operators at the St. Louis, as well as the city, are roping off the balcony and boxes and report there has been a slight decrease in this kind of damage. Rex Williams, city manager for Loew's, has denied the police sock and foot laws the use of the balcony at Loew's and the Orpheum.

With all flicker house service staffs being cut by ten to twenty per cent, reached a critical stage recently and the drastic measure was taken to curb the vandalism. At Loew's and the Orpheum, Williams said, the juves but only cut drapes, seat covers, etc., but also removed all but two seats from a heavy brass rail in front of the logs and box seats and thus endangered the seats.

## 'TWIN'S' LONDON CLICK BEFORE GI AUDIENCE

London, April 4.  
Adventures of Mark Twain, was given a special preview showing twice on April 2 at the Warner theatre here but will not be released until the end of the month. If the reception given the film by American troops at these two screenings is any criterion, Warner Bros. apparently has a real contender for 1944 boxoffice triumph.

Handling more than 200 special advance-price pre-release dates for "Adventures of Mark Twain" for the first time, Warner Bros. on May 3 or 5, but with runs limited to one week excepting N. Y. Warner Bros. will only have two pre-releases to be given an indefinite run at this time.

The pre-release runs picture will get \$120 top, with general release at regular scales to come later, probably in July.

Already strongly fortified with talent, David O. Selznick's latest move to acquire the rights to the Agnew, generally rated as one of the film industry's four top-ranking distributors, is a move that will give wider-scope of operations for Vanguard than hitherto indicated.

It is understood that Selznick's Korda and Charles Chaplin long inactive, and some question whether Selznick's Korda and Charles Chaplin long inactive, and some question whether Selznick emerges as the most dominant factor in United Artists' plans, there is rather active by other UA owner-members.

Though acquisition of "additional UA setups" through purchases from other owner-members presents unusual difficulties under the current UA setup, expanding in one or more directions by the Selznick organization appears likely eventually.

It is understood that Selznick, under the UA corporate setup-owner-members do not participate in the profits, but Selznick's organization is active for more than a specified period of time, except to a small extent in the profits of the production.

Thus, non-active owner-members' would receive rather than contributing through production. A stock purchase from one or more owner-members would not be as profitable as Selznick's organization, which compares favorably with the UA setup, which Selznick could have access to other acting, directing and writing talent.

## W. R. Frank's Indie Pic's Twin City Pates

Minneapolis, April 4.  
Although no national distribution has been secured for the last several months of negotiation, Paramount circuit here has made deal for Twin City with the indie picture, "The Paul Josef Goebel," produced by one of its competitors, W. R. Frank, principal owner of one of the territory's largest and most successful independent circuits, many of whose houses in Minneapolis and St. Paul operate in opposition to his own.

Picture goes into Century here and St. Paul, RKO-Paramount circuit of Paramount downtown pool April 21 for regular engagements following the indie picture, "The Paul Josef Goebel," produced by one of its competitors, W. R. Frank, principal owner of one of the territory's largest and most successful independent circuits, many of whose houses in Minneapolis and St. Paul operate in opposition to his own.

Frank dickered United Artists and 20th-Fox to distribute the picture, but he decided to go with RKO, as he himself made the Twin City deal with John J. Friedl, of Paris.

## Siegel Assumes Rapt Production Unit Reins

Hollywood, April 4.  
M. J. Siegel, who has been in the Harry Rapt production unit at Metro, has been assigned two pictures to produce, "The Paul Josef Goebel," and "The Paul Josef Goebel," and many cast members present, the indie picture, "The Paul Josef Goebel," produced by one of its competitors, W. R. Frank, principal owner of one of the territory's largest and most successful independent circuits, many of whose houses in Minneapolis and St. Paul operate in opposition to his own.

## Ella's Third Loanout

Hollywood, April 4.  
Universal is lending Ella Raines as RKO at around \$100,000 a week. Wayne in the high-budget western, "Till the End of the Road," based on the recent "Satanstoe" novel. It will be the third loanout since the actress in the past year has starred the Universal coster, roster.





*They are rolling in the aisles at the Astor, N.Y. where*







I'm the Leader in  
**SWING**  
ENTERTAINMENT!



**ANN MILLER**  
**CHARLIE BARNET**  
and HIS ORCHESTRA

**LOUIS ARMSTRONG**  
and HIS ORCHESTRA

**ALVINO REY**  
and HIS ORCHESTRA

**JAN GARBER**  
and HIS ORCHESTRA

**GLEN GRAY**  
and HIS CASA LOMA ORCHESTRA

**TEDDY POWELL**  
and HIS ORCHESTRA

**PIED PIPERS**

**JAM SESSION**

**NAN WYNN • JESS BARKER**

Screen Play by Manny Seff • Produced by IRVING BRISKIN  
Directed by CHARLES BARTON • A COLUMBIA PICTURE





UP IN

Watch Business Go

MABEL'S ROOM

Standing Only!

Up over all  
EDWARD  
SMALL'S  
big ones for  
UNITED  
ARTISTS!

Edward Small presents "UP IN MABEL'S ROOM"

Starring MARJORIE REYNOLDS • DENNIS O'KEEFE • GAIL PATRICK • MISCHA AUER • CHARLOTTE GREENWOOD  
with LEE BOWMAN • JOHN HUBBARD • JINET LAMBERT and BINNIE BARNES

Based on the Stage Success "UP IN MABEL'S ROOM" by Otto Harbach and Wilson Collison • Screen Adaptation by Tom Reed • Directed by ALLAN DWAN



# 'Hargrove' Trim \$54,500, 41 L. A. Spots; 'Phantom' 39 1/2 G for 3, 'Miracle' Big 27 G in H.O.

Los Angeles, April 4. Local box office is slowing up a little, but is still big, according to the corresponding period a year ago. Biggest coin is being racked up by "Phantom" with sales of \$54,500 in eight for four theatres. Of equal value is "Phantom" with "Phantom" in eight for four theatres. "Phantom" is selling \$54,500 in eight for four theatres.

Outstanding strength, however, is being shown by "Gung Ho," which is selling \$54,500 in eight for four theatres. "Phantom" is selling \$54,500 in eight for four theatres. "Phantom" is selling \$54,500 in eight for four theatres.

**Estimates for This Week**  
**Catfish Creek** (F-WC) (1,316; 56-100)—"Private Hargrove" (M-G) and "Swing Fever" (M-G). Fine \$75,500. Last week, "Hargrove" \$75,500. (M-G) "Crossed Path" (M-G), good \$72,000.

**Chinatown** (Gwynn-WC) (1,024; 30-81)—"Private Hargrove" (M-G) and "Swing Fever" (M-G). Fine \$75,500. Last week, "Hargrove" \$75,500. (M-G) "Crossed Path" (M-G), good \$72,000.

**Downtown** (WB) (1,005; 50-100)—"Phantom" (WB) (1,005; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Hollywood** (WB) (2,756; 50-100)—"Phantom" (WB) (2,756; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Los Angeles** (D-Town-WC) (2,200; 50-100)—"Phantom" (WB) (2,200; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**United Artists** (UA-WC) (2,100; 50-100)—"Phantom" (WB) (2,100; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Paramount** (P&M) (3,889; 50-100)—"Phantom" (WB) (3,889; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Paramount Hollywood** (P&M) (3,388; 50-100)—"Phantom" (WB) (3,388; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**RKO** (RKO) (2,100; 50-100)—"Phantom" (WB) (2,100; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

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## Key City Grosses

**Estimated Total Gross**  
**This Week**.....\$235,900  
**Last Week**.....\$235,900  
**Based on 25 cities, 16 theaters, chiefly first runs, including "Phantom"**

**Total Gross Same Week**  
**Last Year**.....\$245,400  
**Based on 26 cities, 16 theaters**

## Tarzan-Ayres-Vaude

**Strong \$18,000, Balto; 'Lady Ark' Hot 19G, 2d**

Baltimore, April 4. Pre-holiday slump and new tax schedule resulted downtown trade with gross of all around \$18,000. "Lady Ark" (WB) (19G, 2d) and "Tarzan" (WB) (18G, 1st) are the top draws.

**Estimates for This Week**  
**Catfish Creek** (F-WC) (1,316; 56-100)—"Private Hargrove" (M-G) and "Swing Fever" (M-G). Fine \$75,500. Last week, "Hargrove" \$75,500. (M-G) "Crossed Path" (M-G), good \$72,000.

**Chinatown** (Gwynn-WC) (1,024; 30-81)—"Private Hargrove" (M-G) and "Swing Fever" (M-G). Fine \$75,500. Last week, "Hargrove" \$75,500. (M-G) "Crossed Path" (M-G), good \$72,000.

**Downtown** (WB) (1,005; 50-100)—"Phantom" (WB) (1,005; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Hollywood** (WB) (2,756; 50-100)—"Phantom" (WB) (2,756; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Los Angeles** (D-Town-WC) (2,200; 50-100)—"Phantom" (WB) (2,200; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**United Artists** (UA-WC) (2,100; 50-100)—"Phantom" (WB) (2,100; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Paramount** (P&M) (3,889; 50-100)—"Phantom" (WB) (3,889; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**Paramount Hollywood** (P&M) (3,388; 50-100)—"Phantom" (WB) (3,388; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

**RKO** (RKO) (2,100; 50-100)—"Phantom" (WB) (2,100; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

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## 'LIFEBOAT' SPITALNY SOCK 24G IN ALBANY

Albany, April 4. Phil Spitalny, at the Palace this week, is heading for a terrific \$39,000 despite Holy Week which has been very evident in the strong Catholic area.

**Passage 'Passage' 7G in L'ville**  
**7G in L'ville**

Louisville, April 4. Of new arrivals, standout is "Passage to Marseille" by Mary Anderson, going strong from opening run. Ace holdover is "Cover Girl," keeping dual combo at the Palace.

**Estimates for This Week**  
**Brown** (Lew's-Fourth Avenue) (1,400; 50-100)—"Passage to Marseille" (WB) (1,400; 50-100). Last week, "Passage to Marseille" \$100,000. Last week, "Passage to Marseille" \$100,000. Last week, "Passage to Marseille" \$100,000.

**Chinatown** (Gwynn-WC) (1,024; 30-81)—"Private Hargrove" (M-G) and "Swing Fever" (M-G). Fine \$75,500. Last week, "Hargrove" \$75,500. (M-G) "Crossed Path" (M-G), good \$72,000.

**Downtown** (WB) (1,005; 50-100)—"Phantom" (WB) (1,005; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

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## Barnet-Mayfair-Youngman Up 'Curve' Big \$30,000, 'Trisco; 'Eyre' Nice \$27,000

San Francisco, April 4. Spring week holidays in many spots are hurting this week, but "Barnet-Mayfair-Youngman Up 'Curve'" is still a tinker "Curve of Cat Paws" to big stand at Golden Gate.

**Broadway Grosses**  
**Estimated Total Gross**  
**This Week**.....\$446,000  
**Based on 14 theatres**  
**Last Year**.....\$435,000  
**Based on 13 theatres**

**Pitt. in Doldrums But 'Miracle' Boff \$19,000; 'Rhythm' Offbeat 13G**

Pittsburgh, April 4. Holy Week is creating big sharply. "Miracle" (WB) (19G, 2d) is the top draw, standing up the sharply. "Rhythm" (WB) (13G, 1st) is the top draw, standing up the sharply.

**Estimates for This Week**  
**Brown** (Lew's-Fourth Avenue) (1,400; 50-100)—"Passage to Marseille" (WB) (1,400; 50-100). Last week, "Passage to Marseille" \$100,000. Last week, "Passage to Marseille" \$100,000. Last week, "Passage to Marseille" \$100,000.

**Chinatown** (Gwynn-WC) (1,024; 30-81)—"Private Hargrove" (M-G) and "Swing Fever" (M-G). Fine \$75,500. Last week, "Hargrove" \$75,500. (M-G) "Crossed Path" (M-G), good \$72,000.

**Downtown** (WB) (1,005; 50-100)—"Phantom" (WB) (1,005; 50-100). Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000. Last week, "Phantom" \$100,000.

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## Dix for 'Whistler' Series

Hollywood, April 4. Columbia contracted Richard Dix for a series of pictures based on the radio series, "The Whistler."

"The Whistler" production, the first, starting in June, on the Paramount lot.



**REVEL WITH ROSIE!**

*... as she welds her way to Victory in a merry melee of wrenches and wenches!*

# Rosie THE RIVETER

**JANE FRAZEE**  
**FRANK ALBERTSON • VERA VAGUE**  
AND  
**FRANK JENKS • LLOYD CORRIGAN**  
**MAUDE EBURNE • CARL "ALFALFA" SWITZER**  
**ARTHUR LOFT**

**JOSEPH SANTLEY—Director**  
SCREENPLAY BY JACK TOWNLEY—ALEEN LESLIE

BASED ON THE SATURDAY EVENING POST STORY  
"ROOM FOR TWO" BY DOROTHY CURNOW HANDLEY

A R E P U B L I C P I C T U R E



# CBS' Pre-Freem Jitters As Rodzinski Goes Sour on Soviet's Shostakovich

CBS execs are breathing more easily this week, now that the highly-touted broadcast of the Shostakovich Eighth Symphony presby Artur Rodzinski and the N. Y. Philharmonic Symphony is a matter of history.

But for a few weeks preceding Sunday's 21 concert, for which CBS execs broke out with a case of jitters on Rodzinski reportedly went sour on the Soviet composer.

CBS, proud of its "scop," had plunged heavily into pre-broadcast promotion slanted toward Allied solidarity by music, but the repercussions came when Russia put itself on record against the post-war Polish boundary. Although for years he had been one of the most ardent champions of Shostakovich's music, Rodzinski, who is Polish, reportedly let it be known that, despite the prestige involved in the CBS "first time" broadcast, he wanted any too happy about the forthcoming performance. While CBS maintains that it never actually reached the stage where Rodzinski would refuse to conduct the concert (from Carnegie Hall, N. Y.), a free-press transcription of the interview revealed for weeks around CBS.

As it turned out, the broadcast not only came off as scheduled, but the network officials expressed wholehearted enthusiasm over Rodzinski's performance. Rodzinski's comment during the symphony's rehearsal last week, in which he expressed unwilling praise over the Soviet composer's new work, also went far toward easing the feeling of uneasiness. And despite whatever feelings he may previously have had, it was the almost unanimous opinion following Sunday's broadcast that Rodzinski gave one of his most inspired performances in his career, particularly his great feeling toward an outstanding composer.

## Benny's Switch Zooms Hooper

Now that Jack Benny's going to start selling Fall Malt, people want to hear about Grape Nuts. That seems to be the only explanation about the comedian's sensational jump in listener response reflected by the March 30 Hooper report, which shows the Benny show leaping from ninth place to third, with almost unprecedented gains of 2.6 to a 26.8 rating—a climb of 6.2 points in two weeks.

Consistent followers of the Sunday night NBC variety agree that Benny's programs, while always good for a loud laugh and plenty as an audience, have bounced up with nothing new or startling to account for the spectacular rating increase. Competent opinion seems to be that the waves of popularity received by the Washington Hill-Fall Mall deal broke record for Benny and the Grape Nuts program as far as listeners are concerned.

Benny in third place on the Hooper list trails Bob Hope, 28.5, and Fibber McGee and Molly, 22.6. While the 21.1, which includes the next at an even 27, McGee and Molly ranked nearly one-third less on the March 15 Hooper report and likewise a year ago.

## Jack Pegler Reported Joining Thompson Agency

Jack Pegler, ex-Foot, once of Walter Thompson agency as an ex-Cal Swanson on the Lux and other programs, Thompson also includes Universal Pictures.

Pegler is among other candidates for the United Artists post to succeed Paul Lazarus, Jr., as sub-ad head.

## April 1 Backfire!

Norman MacKay, WQAM, Miami, exec, an April Fool gagman from way back, went into production this year as usual but now is scratching his head trying to find out who's fooling who.

WQAM exec's 1944 gimmick was 150 telephone invites to clients and limousines to spend two weeks at the Roney Plaza with train tickets, Pullman reservations, etc., all provided. Letters, dated April 1, were followed by crate of citrus fruits as gift. MacKay thought April Fool date line, plus publicity given to transportation difficulties in Florida would provide sufficient tipoff to recipients.

Instead, phone calls, wires and letters of acceptance started arriving so that MacKay was forced to dispatch 150 wires nationwide. These checks may be a letter and look for victims but no tickets.

## Cool Air Pact Sez He's Gotta Mix Pix Deal for Year

Mary Cook, singer who replaced Dick Haymes on the "Here's to Romance" show on the Blue network, has been told she is prevented from making any picture deal during the first year of a new three-year contract. Probably due to the numerous shifts cast to west and vice versa made by the network, the agency and Cook's contract contain a clause prohibiting him from film-making the first year but allowing one week in each of the second and third years for such efforts.

At the end of his second 13 weeks on the show was picked up last week.

## J. Thompson Tele Technique

On the premise that "television will be the biggest advertising medium yet known," J. Walter Thompson agency disclosed last week it is setting the groundwork for all-out experimentation, particularly on product placement.

With Gene Kuhn and Tom Westheeler, later recently expatriated from Hollywood, the agency is ready to inaugurate a series of half-hour shows at the General Electric building in Schenectady, which will preem about the middle of April. Shows will be on an experimental basis, but are expected to have ex-vaude personalities and others as the agency develops new techniques for television.

With the opinion of the new medium, the Agency takes the viewpoint that stage plays must be "re-created" for television, which will embrace constant experimentation for camera effect, before the sponsors can be expected to participate on a large scale.

That television will bring back to radio the grand opera... It will be an overall show business project utilizing the best talents from each, that's the basis on which the Thompson agency will operate.

## By GEORGE ROSEN

Big question mark posed for the industry with its eye on post-war availability of network time is how many of the current sponsors will remain their radio franchise after the war is over. It's not the General Electric, the General Electric, the Chrysler, DuPonts, Fords or other top pre-war air sponsors preserving their identity for the duration who have created the question. What it terrifies the agencies and the nets is whether those buffets that got their feet wet since the outbreak of war will retain their place in the post-war radio pattern.

Included among the latter "war babies" are such firms as Allegheny Steel, sponsor for the "Mother and Dad" program; Boots Aircraft Corp., sponsor of the Eddie "Red" Brown show; and Eddie "Red" Brown, sponsor of the Eddie "Red" Brown show.

What the industry would like to know in mapping long-range programming is whether these "war babies" will gracefully exit from the radio picture and once more let the net and the sponsor make connection take over, or are there hidden plans in the minds of these newcomers to radio?

That the latter appears more probable than fantastic has been given credence by a survey recently completed by a network exec who found that a number of these industrial firms are currently experimenting with plastics and other products stemming from wartime engineering.

Others are speculating on the possibility of these concerns having large plans for expansion with the motive of direct consumer approach in mind for the new products from their laboratories. If so, it's regarded as a certainty that, so far as radio is concerned, they're here to stay.

## 'Duffy' Renews on Blue But Can Be Yanked If NBC 3-Hr. Materializes

"Duffy's Tavern" has been renewed for next season on the Blue network under a new management whereby the show can be pulled off the web whenever necessary. The show's future becomes available on NBC. Arrangement reportedly is being made for the show to be "Avenue" Gardner's conviction that show's Hooper-CAB ratings should be higher and will be if aired on NBC.

Should evaluation time open up on the contract between the network and next fall "Duffy" will not resume on the Blue. With no NBC time available, the show's future depends on its present circuit but, under the arrangement, can switch from the Blue to the network's 3-hour time slot later on.

## LEVINSON'S PLAY

Levinson's play is converting the radio version of "Benny's Beanyery" into a play staged "Everybody at the Circus."

"Benny" was originally produced as a package show for Batten, Burton, Distin and Cagney, and was taken from the market to be readied for the boards.

# 'Assignment' Repeat Is Banned By Boston Station; Also Gets Mobile Nix

## 'Takes Cuts'

"Variety's" review of the first "Assignment U.S.A." broadcast in the March 1 issue included the following paragraph:

"A dollar for every station that ducks it on a rebroadcast will keep just in criteria for date. Sending this one out takes guts."

Regarding Boston, the original script said, "We'll have to get about getting Boston into the U. S. S. and in reference to Mobile, that script declared, 'Mobile ain't fit to live in.'"

## Miami Beach In Postwar Air Bid Buys MBS Time

In an unusual bid for postwar attention, Miami Beach, Fla., is sponsoring an air show for its father as going on the air as sponsor of a weekly 30-minute Mutual program.

The program, which emanates from the Mutual affiliate in Miami Beach, WFTL, will be heard Sunday afternoons, 3 to 3:30, starting April 16. Format is currently being worked out and will probably emphasize an audience participation idea.

Behind the new series, believed to be the first of its kind in the network time for such promotion purposes, is to sell the nation on the postwar industry as a part of the city, as well as its enticing features in setting up permanent residence in Miami Beach, rather than as a mere vacation spot.

Cecil & Prebrey is the agency.

## No Product Left, Show Cancelled

Chicago, April 4.

One of the first local cases where program was cancelled because sponsor could not deliver goods was recorded last week, when Eddie and Fanny's "Rhythmic Time" went off the air due to sponsor's inability to meet public's demand for product. Five-time weekly 15-minute show over WLS for the Sawyer Blument Co. asked listeners to stamp Cavanaugh's in Rhyming Time letters, sending in a letter with the letter, misses to be paid for prizes. Rather than antagonize customers who asked for their product to obtain the box tops, and couldn't get it, sponsors decided to drop the program off.

Cavanaugh's, who were completing the fifth month of their third year for the company, were presented with two weeks salary and both they and their producer, Harold Lewis, given wrist watches by the sponsor.

"MATINEE RENEWED DESPITE DOUBTS"

Although doubt existed to whether Owens-Illinois would continue to experiment with its attempt to produce a daytime program with "Broadway Matinee," CBS variety show, the sponsor last week in view of the growing agitation among those who feel daytime serials should not control daytime schedules,

exercising its right, in the matter of sustaining programs to use them or not as it seems Air-Web B and Spangford, WGBH, did not carry the repeat broadcast of "Assignment U.S.A." after "matinee reflection" on the matter. Initial broadcast brought phone calls and letters reflecting a definitely unfavorable reaction. Aside from city council's tardy and futile gesture to "investigate" everything this reaction, cancellation claims, from Irish and non-Irish alike.

Station producer at WBZ insists the censorship of "Assignment" was wholly voluntary and reflected no pressure from outside. Management procured copy of script and after studying it carefully said it believed that rather than promoting racial tolerance, it was inciting to intolerance, and felt it could best serve the public by refraining from airing it.

"We will do everything we can to protect our audience," said the station manager, and "if we thought 'Assignment' did the job we'd run it. We honestly don't know what the script reflects either a sufficiently factual or a sufficiently accurate 'thought' approach to the problem."

That the mail following the initial broadcast was not the cause of the decision was suggested by the fact that letters were not out of proportion to the number of program received, and none was from prominent citizens or pressure groups.

## No Mobile Repeat

Boston, April 4.

WALA, Mobile, will not carry "Assignment U. S. A." tonight (Tuesday) due to "previous commercial commitments."

Station manager said, "No time is available," so program rebroadcast will not be carried. Mobile was one of cities singled out for airing the "Assignment U. S. A." script. It carried the program when first aired March 1.

## NBC's Strong Bulldog

Plugging of the "Assignment U. S. A." rebroadcast over the NBC "Words at War" series for four days (14-17) via 21 spot announcements marks the first time the casting of a net sustainer has received such a strong bulldog.

The Writers War Board last week chose "Assignment" as the Script-of-the-Month for April and will distribute the script to colleges, high schools, women's clubs, servicemen and other such groups.

## OWI-NBC Hit 'Jap Propaganda'

Hollywood, April 4.

Office of War Information and National Broadcasting Co. have teamed up to thwart the insidious propaganda aired by Jap, known as "Tokyo Rose" and "Tokyo Johnny," who are working in the Pacific war area. As a come-on, the Jap stooge leads, by broadcasting, they are stepping out with a lot of drag droppers.

To overcome this left-handed propaganda, OWI is sending the voice of Elaine Shepherd, who tells Tokyo Rose where to get off in Jap's American propaganda, and the boys all the legitimate news from the home front, with a summing up of the growing agitation among those who feel daytime serials should not control daytime schedules,

when the boys are tuned in, Tokyo Rose starts hitting below the belt, asking them what their wives and sweeties are doing back home and suggesting they are stepping out with a lot of drag droppers.

## Blue Net Sets Up Int'l Division With Donald Withycomb As Mgr.

Organization of an International Division of the Blue Network and the appointment of Donald Withycomb as manager, was announced yesterday (Thurs.) by Edgar Kobak, exec. v. p.

The International Division will be responsible for the coordination of all foreign broadcasting activities of the network, especially as they relate to the exchange of programs with foreign companies.

"This new department will work in close cooperation with established departments," Kobak said. "As soon as current surveys and negotiations are completed, a detailed analysis of the Blue's foreign operations and long range planning will be announced."

Withycomb has been associated with the broadcasting industry since 1928. During that time he has had experience in executive operation, relations, and sales. For the past three years he has been head of the Brazilian Section of CIAA.

## Jesse Lasky's Air Quiz In 'Double' Tieup With 'Mark Twain' Preview

In a tieup with the forthcoming release of Warner's film biog, "Adventures of Mark Twain," "Double or Nothing" quiz show will originate from the Shubert theatre, Philadelphia, April 21.

Audience will be comprised of students from the five universities in and near Philadelphia, in addition to WB aides and druggists, latter representing show's sponsor (Peenamint) clients. Immediately following quiz program, "Twain" will be previewed.

Jesse Lasky, who produced the Peenamint March starring, also will participate on the air program.

## WRITER'S SUIT VS. CBS TESTS PIC AIR RIGHTS

Los Angeles, April 4. Control of radio rights to stories sold to motion-picture studios is involved in the plagiarism suit filed in Federal Court here by Lawrence Hazard, writer, against CBS, Walter Pidgeon, Loretta Young and Young & Rubicam, advertising agency. Case is based on the use of his film yarn, "Mark's Castle," for a broadcast Feb. 20 without the writer's authorization.

Hazard declares he sold the story to Columbia Pictures for filming and contends that the sale to the studio did not include unrestricted radio rights. Test case is being watched with interest.

## Lockheed to Pull Show

Hollywood, April 4. Disatisfied with its early Sunday time on CBS, Lockheed aircraft is pulling "America—Selling Unlimited" after April 30 broadcast.

Unless favorable time opens up on one of the networks, show will be emporhed.

## In and Out With Lever

One of the top execs of Lever Bros., sponsors of the Frank Sinatra Wednesday night CBS program, put in an appearance at the N. Y. studio last week (29), when the show moved east, but arrived several minutes late and was barred from entering by a cordon of police. It required all his persuasive talents, including a sheet of identification cards, to finally convince them.

As he entered the studio, in an apparent overburst of enthusiasm, he turned to his companion and loudly exclaimed: "Well, that's a gate we crashed." Before he knew what was happening, three cops were yanking him back into the lobby and for the next 10 minutes he was compelled to go through the entire routine again.

By that time the show was almost over.

## Easter Program to Chart Tele's Course on Use of Video Chapels

Interesting experiment along religious lines is being staged at DuMont television studios, N. Y. (W2XWV) Easter Sunday night (6) when Rev. Harry Ulrich, of White Plains, will officiate at a non-sectarian Christian service before the

video cameras. Program is skedged for 15 minutes with special scenic backgrounds and musical effects.

Easter sermon will be brief, about four minutes, during which the minister will be in camera range. Scripture reading will be done off stage when religious scene effects will be shown, framed within two church windows to be constructed in the studio. Background organ music also will accompany scriptures.

Special program is an effort to chart future course of tele in religious presentations and seek to determine whether special video chapels will prove more effective than pickups from regular churches while services are in progress. Most observers feel that introduction of cameras, brilliant lights and working crews into churches present stumbling blocks ruling bodies and congregations will never overlook.

On the other hand it's felt that mere presentation of a cleric on the television screen will not serve as effective religious programming. Rev. Harry Emerson Fosdick delivered sermons for NBC's New York television outlet several years ago but DuMont's program next Sunday is the first to use the visual motif heretofore, as far as is known.

More advertisers spend  
more money to sell more  
merchandise to more people  
on WLW than on any other  
radio station in the world.



DIVISION OF THE CROSBY CORPORATION

The Nation's Most Merchandise-able Station



## MATÉRIEL

FROM A  
PRODUCTION LINE  
IN A  
BOOM  
TOWN

REACH THESE  
MARKETS WITH  
RADIO

WEED  
AND COMPANY

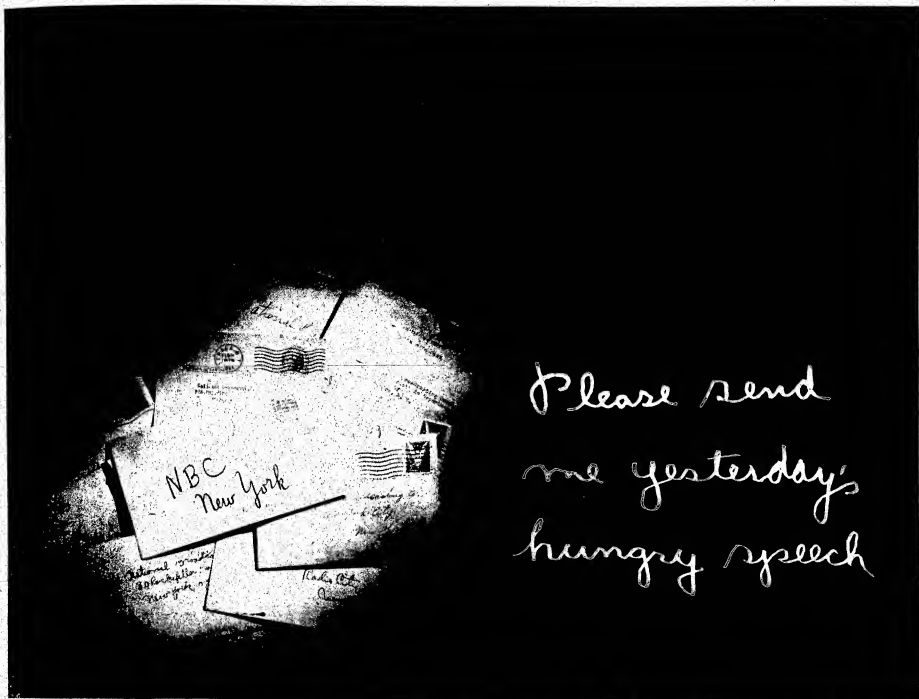
RADIO STATION REPRESENTATIVES  
NEW YORK • BOSTON • CHICAGO  
DETROIT • SAN FRANCISCO • HOLLYWOOD

## WRITER AVAILABLE

FOURTEEN YEARS' TOP-  
FLIGHT EXPERIENCE—AU-  
DIENCE PARTICIPATION AND  
QUIZ SHOWS—WOMEN'S  
SERVICE PROGRAMS—DE-  
VICE AND JINGLE COMMERCIALS—ADAPTATIONS.

Write Box No. 97  
Variety, 154 West 46th Street  
New York 19, N. Y.





*Please send  
me yesterday's  
hungry speech*

What is a "hungry" speech?...Or when is a speech hungry?

A stickler for NBC's Information Department, interpreting and answering this youngster's letter.

Did he mean a news broadcast about a famine in India or China—or was this "juvenile jive," meaning he considered some speech "strictly from hunger"?

NEITHER. "Information" searched the files and found he wanted a speech about conditions in wartime Hungary.

Whatever his reason may have been in asking, "Information" answered this letter as faithfully as it answers 100,000 other inquiries a year: from college professors, housewives, lawyers, students, technicians.

Yes, everyone who writes to NBC gets an answer—whether his question is about broadcasting, Babe Ruth, Burmese or battleships.

And what has all this got to do with advertising on the radio? Precisely this. It builds good will—and good will for an advertising medium is good will for the products it advertises.

Not a rapid way of reaching masses of people, writing letters. But NBC painstakingly handles the "little things" in radio because they add up to making the "big things" more effective.

\* \* \*

This faithful attention to details helps NBC retain its leadership, helps make NBC "the Network Most People Listen to Most."

They all tune to the

**National Broadcasting Company**

**It's a National Habit**

America's No. 1 Network



A Service of Radio  
Corporation of America

## John Sirica, ex-Winchell Lawyer, Gets Garey's Lea Committee Post

Washington, April 4. John J. Sirica, Washington attorney, has been named new general counsel for the Lea Committee investigating the FCC, succeeding Eugene L. Garey who resigned charging the Democratic majority of the committee was conducting a whitewash probe.

Sirica was local counsel for Walter Winchell, about a year ago, when the commentator was being sued for \$200,000 by Eleanor M. "Daisy" Patterson, publisher of the Washington Times-Herald. According to Rep. Clarence F. Lea, committee chairman, Sirica "has no alliances that could embarrass him from conducting a thorough and fair investigation." Lea said also that he "has had wide experience as an attorney and his ability and integrity are well attested by the bench and bar of Washington."

Sirica was on the staff of the Department of Justice during the Hoover administration.

### Cy Cairns' Switch

Saskatoon, Sask.—Cy Cairns, program director and pianist at CFQC, Saskatoon, for more than nine years has joined the production department of CBC, Winnipeg.

### NBC Cools Off

Lathrop Mack, director of NBC's special (blessed) event department, did some little scurrying around last week (30) when news reached him that quadruplets had been born in an up-town New York hospital. Obtaining the necessary appropriation Mack went to work trying to locate the proud father for purposes of a mike interview before the initial surprise had worn off.

The search went on frantically but the NBC crew had little luck in catching up with the father, the doctor or any other likely interviewee until word finally came that baby was none other than Harry Zariet, assistant concert master of the CBS symphony and fiddler with Andre Kostelanetz's combo. Mack and his special events promptly forgot about the whole thing.

St. Louis—Charles E. Barnhart, continuity director at KMOX, is the latest of the station staff to join the service. He has reported at the Farragut, Idaho, naval training base.

## NELSON HESSE DIES SUDDENLY AT 39

Nelson Shoemaker Hesse, 39, radio talent agent and manager, died in New York March 30 after brief illness. He had represented a number of tonight nimer in radio and had also negotiated mustar shots on radio programs for Hollywood pix stars.

Before entering radio via the CBS publicity department Hesse had been a newspaperman in Philadelphia and elsewhere. While at CBS he had handled special exploitation for Lowell Thomas and Douglas MacArthur. While with the latter he took a fling at scripting as the "inventor" of many humorous tidbits for the team. It was the association with the latter that diverted Hesse into the agency field.

Hesse shared offices with William McCaffrey, New York and Hollywood agent, and latter is expected to take over Hesse's clients since they were partners in office tenancy only. Besides McCaffrey is said to be carrying all the biz he can handle.

## Bulova's WELL Sold For 250C's

Syracuse, April 4. Acquisition of WELL, New Haven, by the New York Broadcasting Co. went through this week to the tune of \$250,000, according to Col. Harry C. Wilder, president of the purchasing company.

Wilder's outfit also operates WSYR and WTR, Troy, and is reported negotiating for WRTN, Jamestown, and WNSB, Springfield, Vt.

WELL was sold by the Arne Bulova interests.

## See Repeat Fireworks On 'Town Meeting' Air Freedom Issue Forum

Recent liberal doses of fireworks on "Town Meeting of the Air," Blue network's Thursday night sampler from N. Y., seem sure of a repeat this week (6) when forum discussion will take up "Freedom of Speech on the Air," subject that was basis for Walter Winchell-Martin Dies radio debate on the same net two Sundays ago.

"Town Meeting" guests will be Sen. Arthur K. Wheeler, who K. K. Wheeler, author of an invitation from WMCA, N. Y., last week to discuss the controversial subject; Sen. Chen Guiney, fellow member of the committee considering the White-Wheeler bill; H. V. Kallenborn and Gilbert Seides, author and CBS test exec.

Session will deal specifically with the Winchell-Dies controversy and rights of radio commentators to attack officials and the obligation of radio to provide latter with rebuttal time.

## Southwell Leaves BBD&O For Y&R Video Post

John Southwell has been appointed television director at Young & Rubicam to work under the supervision of Harry Ackerman, associate radio director who also handles Y&R's video activities. Southwell leaves BBD&O where he was in charge of television experimental projects and a member of the agency's radio commercial setup. He joins Y&R April 10.



### CREATIVE FORCE

with Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept.—make WTAG a BIG station in a BIG market.

**WTAG**  
WORCESTER

## Canadian Tele Nets 2 Yrs. After War, Frigon Tells Engineering Institute

### NBC News Division

### In Writers Guild Pact

Contract between the Radio Writers Guild and the NBC news division was signed this week pending WLB approval. Pact, separate from one signed between Guild and nets concerning staff scripters, calls for recognition by the net of the Guild as bargaining agent for the news scripters and sets basic minimums of \$300 per month for beginners, \$350 per month for those with six months experience and \$400 per month for staffers with one year at the net.

If approved by WLB, the agreement will be retroactive to January 1 and will run for one year. Similar negotiations with WQXR, N. Y., are also in the making.

Dr. Augustin Frigon, acting a.m., Canadian Broadcasting Corporation, told the Engineering Institute of Canada here Friday (31) that television networks would be in operation in Canada within two years after the end of the war.

A problem that had not yet been solved, he told the engineers, was the matter of Canadian time zones. There were five of them which were encountered during the broadcast day. There were many solutions in view but none of them satisfactory.

He stressed the importance to private stations of their affiliation with the CBC, stating that 50% of all revenue garnered from commercial broadcasts went directly to the station carrying the CBC program. In return for beaming them some of the finest programs, the stations had only in turn to provide a few hours per day to carry CBC non-commercial programs, Frigon asserted.

See page 20 for Clue #1

## Who is He?

CLUE #2

The natives of Wunggle Wunggle  
all love him



## IKKY TIKKY TAMBO

See page 28 for Clue #3



DO NEW YORKERS  
giggle when  
you tickle  
them? YES!

Do New Yorkers sleep in beds? Like  
apple pie? YES!

BUT

New Yorkers as a whole do not drink up the same type of radio programs in the same proportions as do our distant relatives in other States of the Union.

### A National Program Sponsor

who is not using WOR to supplement his network show in New York is probably losing audience, money, prestige. How do we know? We had an analytical breakdown of national and local audience data gathered. Here's a comparison of % of audience lost in New York, which can be protected with plus-programming on WOR.

Program type	% of U.S. Rating in New York	N. Y. deficiency to be made up on WOR
Daytime serials	60%	40%
Variety	78%	12%
Dramatic	80%	20%
Popular Music	67%	33%
Quiz	84%	16%
Classical music	95%	5%

More information?

Write our Executive  
Sales Office,

1440 Broadway... today.

**WOR**



THANKS  
ARE  
IN ORDER  
TO

My sponsors, Evans For Co. & Charm Kurt Co., my good friends, the professional music men of Chicago, my sincere appreciation to Will Rossiter for dedicating his beautiful song ballad, "So Little Time," to me, and to

**ART WEEMS, General Amusement Company**

(Signed) Johnny Betts

## From the Production Centres

### IN NEW YORK CITY . . .

Jeanne Avery, former scripter, copywriter and announcer at WHCU, black, has joined BBDO radio commercial group. Agency also has taken on Robert Buchner, formerly with N. W. Ayer, as asst. account exec. BBDO's Lindsay Wellington back from London with notes which English network plans close cooperation with American webs on invasion coverage. . . . Alan Kent and Anne Johnson have completed a one-minute musical spot for Admiration Halligan. Charles Dallas Rensch is the agency. . . . Stuart Buchanan, blue network script editor and producer, has upped his secretary, Margaret Halligan, to the writing staff.

George L. Moskowsky, sales mgr. of the CBS Pacific network, moves to N. Y. office of web's radio sales May 1, with Charles E. Morin, shifting to his post in L. A. from N. Y. same date.

Douglas Coulter, CBS v.p. out for the past two months with pneumonia, returned to his desk Monday (3), in new suite of offices on 18th floor of Madison ave. quarters created for him during his absence. James Seward and I. S. Becker, CBS director, and assistant director of operations, respectively, also have new suites in office realignment.

### IN HOLLYWOOD . . .

Eddie Cantor moves east with his radio troupe April 13 to wind up the season on the other seaboard. . . . Hub Robinson brought two new hands into Young & Rubicam talent buying department to help Paul Rickman-bacher and take over when "Rick" returns east. Bob Hussey, who comes over from Universal where he has directed the studio's radio activities for the past year, will be the Coast talent buyer with the assistance of Carroll Nye, who moves over from publicity. Bob Mucks moves up as head black. . . . Blue Ribbon Town goes through the summer with its current musical content when Groucho Marx drops off for eight weeks. Likely that a femme singer will augment the music of Bobby Armstrong and Bill Davis. . . . Blue network out a record of Will Wright and Forrest Lewis in a half-hour comedy turn, "Main Street Merry Go Round". . . . Iggy Gerin around for guest spots and picture bids. . . . Mickey Gillett, sex specialist, took over the baton on the Al Pearce show when Ivan Dimsars put on as singing top for Uche Ben. . . . Bill Connorsky reviving his "Taste Live" character for summer marketing. . . . Van Newkirk, former Don Lee program director, reported forming a network for broadcast of religious programs being dropped Sept. 1 by Mutual and Don Lee.

### IN CHICAGO . . .

Lulu Belle and Scotty, of the National Barn Dance, have left for Hollywood to appear in their seventh motion picture, "Sing, Neighbor, Sing" for Republic Pictures. . . . Eddie and Fannie Cavanaugh, radio's oldest team in point of continuous broadcasting, are celebrating 12 years on the air this week. They were heard in "Rhythmic Time" over WLS. . . . Don Thornburgh, West Coast CBS v.p., spent a few days here on way to California from New York. . . . Carl Gass, former scripter of "Wings of Destiny" and other network shows and a writer with the Republic studio in Hollywood, has joined the WGN continuity staff. . . . Jack Casalek is off the WGN payroll as a writer. . . . Wendell Campbell, sales manager for KMOX, St. Louis, took his army physical here last week and passed. . . . Flynn Breen in town greeting her friends along radio row. . . . Visitors last week included O. L. Carpenter, WFTS, Raleigh; Joseph D. Mackin, general manager of WJLM, Marietta, Wis.; Mildred Fenton, program chief of the Ted Bates Co., and Ed Lee, Fred Waring's manager. . . . Robert Hurelrich has taken over the WEBC 1 to 5 p.m. news formerly done by Clyde Utley for Planters peanuts. . . . Bob Carter is leaving WAIT to freelance.

## KMBC TRADE PAPER ADS LAUD INDUSTRY

Kansas City, April 4. . . . Nothing unusual in the way of trade paper advertising has been undertaken by KMBC using paid space dedicated in behalf of the broadcasting industry, emphasizing radio's contributions to America in war and at peace.

Reversing the usual procedure of the national, KMBC is featuring typical radio listeners throughout its territory. People from all walks of life are being interviewed to determine how radio has served their needs. Such findings are then incorporated into KMBC's regular trade paper advertising.

The first in this series of advertisements consisted of a testimonial by Robert L. McMoray, President of the Kansas City Chamber of Commerce.

## Batch of New Faces Enlivens April Scene

Cincinnati, April 5. . . . Jim Bellamy, WSAI salesman, and Donald Webb, WLW-WSAI, announcer, drew Marine Corps assignments in their military inductions. . . . Newcomer at Crocker Square are Max H. Condon, tenor, from WDAF, Kansas City; Ann Ferry, former vocalist with Ship Fields' orchestra; Billie Strickland, singing guitarist from the South; Norma Robbins, mellow, from New York hotel and club work.

Wilton J. Heldt, with local amateur radio experience, joined the technical staff as a studio engineer; William H. Stewart and Robert Adams, from outside fields, have been added to WSAI's sales staff; Paul R. Meales, a newcomer to radio, is the new WLW merchandising field rep for Indianapolis.

## New KDKA Announcers

Pittsburgh, April 4. . . . Newcomers to announcing staff at KDKA are Bob Spencer, from WGBF in Evansville, Ind., and Bill Babcock, from WJLB in Birmingham, W. Va. They're replacements for men recently inducted into the armed forces, Ben Kirk and Everett Neill.

## Producers, Directors Advocate Casting Agency As Answer to Talent Woos

### No Guts

Toronto, April 4. . . . Winston Churchill's latest world broadcast paid grateful tribute last week as he snarled that the Russians had torn the guts out of the Germany Army.

But, in the subsequent re-broadcast of the speech that night by an announcer on CPB, the quote said the Russians had "torn the entrails out of the German Army."

## ATLASS PACT SENDS O'NEILL BACK TO CHI

Chicago, April 4. . . . Danny O'Neill, WEBB star shipper, senses stalled on the road to succeeding L. Dennis Day as stage-tenor on the Jack Benny NBC show from the Coast. He's due-back in Chi tomorrow (5) after completing chores in Columbia's "Calling All Stars" on the Hollywood lot.

Despite several other film offers and the lure of the Dennis Day replacement spot O'Neill comes back to fulfill two-year personal contract with Les Atlass. Spots being sought in the local radio scene for the warbler.

## Tele Transmitter Spot Sought on Denver Mt.

Denver, April 4. . . . Following recent stop-off of Bill Hedger, NBC veepee, and his statement that an application had been filed by the network with the FCC for a television outlet here surveys are being planned to locate the best mountain spot for a transmitter. Availability of power will be a major factor in the choice.

NBC, according to Hedger, plans to spend \$250,000 on the project making Denver a key point in a regional net linking Salt Lake City, Cheyenne, and points in Montana, Idaho and Wyoming.

Number of radio producers and directors make no bones about being disturbed over current method of selecting and securing talent for their shows. As a result they're urging formation of a casting agency, similar in many respects to Hollywood's Central Casting Bureau, to relieve them of responsibility of hiring actors for their shows.

Reports that unknowns have to wait as much as 16 weeks to receive auditions at headquarters of the network in N. Y. have reached ears of many tonight air producers and directors and they threaten outright break with web casting agents, if necessary, in order to achieve this central casting goal.

Majority of producers and directors, all of whom must worry about scripting and blunderbusting more than one show per week, find themselves too busy to bother about casting their shows. However, because of present practices they must take over this responsibility among others and thus are necessarily driven to the hiring of a chosen few actors and actresses, people whom they know to be capable.

Despite reports to the contrary, most of these program guiding mahatmas are desirous of giving unknowns a "break," but because they are too busy cannot find time to audition people. They know there are many capable young actors and actresses cluttering up network offices seeking an opportunity to display their wares, and are of the opinion that now is the time to do something to aid them.

With television a reality, it is felt in radio circles that creating difficulties will live even more. Producers and directors, both independent and those employed by networks, point to a central casting plan as a relief measure from the tediums of auditioning.

CBS has inaugurated an internal scouting plan among its program toppers, wherein after viewing plans on Broadway or elsewhere, new-comers are passed around among these toppers if anything worthwhile comes out of the scouting expedition.

## MAYOR OF THE TOWN originates at KNX ...so does THE NIGHT MAYOR

WHEN Lionel Barrymore took the Mayor of the Town off the air a few weeks back, listeners from 97 cities in 43 states rose up and yelled "You come right back—and don't forget to bring Butch!"

So he came right back: The demand was just too sizeable to deny—the demand for his acting genius, the homey warmth and conviction of the stories he plays . . . and the flawless perfection of KNX's modern production facilities.

Local KNX programs enjoy the same perfection. The same skillful production helps "The Night Mayor" brighten early morning hours for lonesome swingshifters.

From 1:15 to 5:30 A.M., bright music, gay chatter and special events chase the graveyard ghosts away. A thankful audience thunders appreciation by mail and by phone. (Once a tidal wave of 2,410 calls flooded the KNX switchboard within a two-hour period.)

If your product or service is one that sells around the clock (and most of them do), we think you should know that The Night Mayor has room for more sponsors. At low rates. Here's a chance to team up with smart showmanship that gets response no matter what the hour. Ask us, or Radio Sales, to show you how.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS



**KNX**  
1070  
LOS ANGELES  
50,000 WATTS  
COLUMBIA OWNED

## K. C. Station Research to Learn Potentialities of Radio in Educ'n

Kansas City, April 4.

With radio's responsibility to America's cultural needs taking on added significance in wartime and in planning for the postwar world, KMBC has retained Dr. Charles F. Church, Jr., to conduct research in determining the full possibilities of radio, particularly of KMBC, in education.

Dr. Church obtained his Ph.D. at Ohio State U., majoring in the history of education and minoring in radio education. For several years he was a member of the Bowling Green State University in Ohio and a visiting instructor at Ohio State.

In announcing Dr. Church's appointment, Karl Koepfer, station's managing director, reported that "the findings derived from this exhaustive study will determine how the station can better be served by Kansas City broadcasters; and how Kansas City broadcasters can better serve the public—generally with educational programs."

Dr. Church will visit cities throughout the country to study how radio is being utilized to serve community needs.

## Dan and Mickey Walker, Annabella Tele Prems For Click Magazine

Taking a cue from Mademoiselle which premiered a video show on De Mott's, WKXV, N. Y., last week (29), photomag Click boys in on the same station tonight (5), at 8:15 p.m. with a half-hour program packaged by the Charles M. Stern agency. Ray Nelson, agency video chief, is producing.

Danton Walker, N. Y. Daily News columnist, will enice variety presentation based on contents of Click's May issue and featuring interviews with and specialties by Annabella and Raymond Scott. Ray Boone, N. Y. understood, will not appear.

Joe Williams, N. Y. World-Telegram sports columnist and Click contributor, will handle sports session during which Mickey Walker and war athletic picks will appear. Also scheduled are dance and singing turns. Once-a-month series is planned if proven performance passes muster.

## SPONSOR DROPPING

### IRENE RICH SHOW

The Irene Rich "Woman from Nowhere" show over CBS will be dropped after the May 28 session. Program, which is heard Sunday afternoons, will be replaced by the J. B. Williams-sponsored news commentary with William L. Shriver. Later after takes over on June 4 and was previously heard over the same net on the same day at 7-15 P. m.

Weich outfit has no plans for further representation on the air. No reason given for show's discontinuation. Latest *Crosley* rating on show was 4.6.

## United Broadcasting Co. Names Everson Veepee

Columbus, April 4. — Carl M. Everson, general manager of WHKC, Columbus, has been named vice-president of the United Broadcasting Co., to be owned and operated by WHK and WCLE in Cleveland as well as the Columbus outlet. Everson, who is president of the Ohio Assn. of Broadcasters and president of the Columbus Rotary Club, will continue as manager of WHKC.

## Pix to Plug Can.'s Radio

Ottawa, April 4. — Use of motion pictures to hypno public interest in radio came up in House of Commons when a member of parliament suggested National Film Board produce a picture on the activities of the Canadian Broadcasting Corp. Nothing has come of it so far, but a number of MP's upped eyebrows at the idea. Suggestion came up during the recent frolic following a Toronto MP's attack on the National Film Board as "a circulator of foreign propaganda."

## WOW ATTORNEYS SEEK RETRIAL ON TRANSFER

Omaha, April 4.

Having lost a decision in the Nebraska supreme court, attorneys for WOW and the Woodmen of the World insurance society have asked the court for a rehearing of the case which involves the transfer of ownership of the station from the society to a corporation headed by John J. Gillin, Jr. Court recently denied the transfer in reversing a decision of the Douglas county district court, making motion for rehearing, attorneys for station and society contended the judgment of the court is based only upon "conjective fraud" which, it was contended, is not an issue.

## Mitchell, Chi Office, Made J. Walter Thompson V. P.

J. Walter Thompson upped five excess to veepee posts Monday (3) including Harry T. Mitchell, of the agency's Chi office.

Mitchell handles the Ford Motor account.

## \$64,390,000 OWI Budget Goes To Congress; Faces Workout in House

Washington, April 4.

## Dick Hubbell and Tom Kennedy on Tele Mag

Dick Hubbell, recently retired television advisor at K. W. Ayer, has taken on editorship of new quarterly mag, "Television Review," and will have Tom Kennedy, radio editor of the N. Y. Times, as an associate editor. Publication date of new venture not yet set.

Kennedy will continue his duties at the Times and, for the new publication, will devote himself mainly to technical subjects. Hubbell will handle programming and production articles as well as make-up and other editorial functions. Plans are for mag to appear in "digest" format using line cuts and engravings when necessary.

Frederick Kugel, tele enthusiast, is publisher-agent.

A whopping big budget for OWI for the fiscal year beginning July 1 was sent to Congress last week by President Roosevelt. Budget, which calls for \$64,390,000, is probably heading for trouble in the House Appropriations Committee, which delights in working out on OWI. The total includes \$30,562,000 for the Overseas Branch and only \$2,484,000 for the Domestic Branch, as well as \$2,363,000 for the director's office, including management services.

The Overseas budget is increased about \$25,000,000 to provide for expansion of psychological warfare in European, Mediterranean, Pacific and China-Burma-India theatres of war.

## Fly's Aide Joins Navy

Norman E. Jorgenson, assistant to FCC chairman James L. Fly, has gone into the navy as a lieutenant j.g. He joined the FCC in April, 1940.



## You are the Hope of the World

Nor in the Halls of Congresses and Parliaments—

Nor in the Staff Rooms of Generals and Admirals—

Nor in the meeting halls of societies and organizations—

It is in none of these places that a great new world will be fashioned and grow to new greatness.

It is in *your* home . . . *your* living room—in *your* mind and in *your* heart. *Your* is the strength that must set the world aright.

Yes, *you* are the hope of the world.

A wiset, broader-visioned, more understanding *you*.

A *you* of vision and the capacity for greatness . . .

A *you* who knows the ways of human beings . . . people of this land and other lands . . .

Who hears the news . . . the music and the drama of the world.

Who hears its laughter and its sobs — who understands the work and the games of every where.

A *you* who knows the aspirations and ambitions and strivings of others like yourself—folks who speak a common language of dreams and longings . . . and have the will and the wit to make dreams into realities.

Yes, it is *you* who are the hope of the world.

For no home, no village, no nation and no world can be more great or noble than the individuals who people it . . .

No American can look to the future without a deep and sober regard for the children of America

. . . his children . . . citizens of the future.

The Blue Network and its affiliated stations have taken this important audience with great seriousness. Thus, it is no accident that children are offered a wide variety of good, wholesome entertainment—the Blue Playhouse . . . the entertaining and instructive Quiz Kids . . . the pure adventure that is part and parcel of every child's ambitions . . . Terry and the Pirates, Dick Tracy, The Sea Hound, Jack Armstrong, Hop Harrigan, Captain Midnight, The Lone Ranger, Storyland Theatre, Land of the Lost, Coast to Coast on a Bus.

It's radio for all people of all ages . . . on "The Blue"—great music, complete, accurate news, great ringing forum, pure drama, adventure, variety, comedy! Listen, America!

THIS IS THE *Blue* NETWORK

A M E R I C A N B R O A D C A S T I N G S Y S T E M , I N C .



## Zenith's \$5,112,138 Net for 9 Months

Zenith Radio Corp. and its subsidiaries net profit before Federal taxes amounted to \$5,112,138 for the nine months ended last Jan. 31, as compared with \$4,048,495 in corresponding period a year ago.

Zenith profit figures are after all charges, reserves, excise taxes, but before Federal income and excess profits taxes. Company pointed out that reserves have been set up for renegotiation and considered adequate.

## HALEY SUCCEEDS FOOT AS BBC DIRECTOR GEN'L

Editor-in-chief W. J. Haley, of the British Broadcasting Corp., has been appointed director-general of the new succeeding Robert Foot. Lailor resigned to accept post as chairman of the Great Britain Mining Assn.

## Utley Eases Schedule For Tome on Spielers

Chicago, April 4. Because of a top-heavy schedule, Clifton Utley has given up his 8 to 5:15 p.m. five-times-weekly newscast over WBBM, which has been taken over by Alvin J. Stunkopf. Spot is sponsored by the Interstate Bakers and Planters Peanut.

In resigning the spot Utley explained that the move was made in order to have more time for study and the preparation of a book based on the political philosophy of radio commentators, which he soon expects to start on. He retains his other broadcasts. These are for Quaker Oats, six days weekly over WMAQ; American Dairy Assn. over NBC network Sundays, and Charles A. Stevens Co., Sundays, over WBBM.

Minneapolis—A. E. Jocelyn, manager of WCCO, elected to top spot on Minneapolis Defense Council. Activities of the war-time agency will be continued especially towards solving local juve problem cases which jumped 50% over 1943.

## WGN's 10G PRIZES FOR BUILDING PLANS

Chicago, April 4. Supplementing recent plans to build one of the biggest radio studios in the world, as soon as materials are available, WGN will sponsor a \$10,000 prize contest for the best designs for a theatre, to be part of the building. Prizes will be divided as follows: \$5,000 for first prize; \$2,500 for second; \$1,000 for third, and 15 awards of \$100.

Basic requirements on which the contest will be judged are in order of importance: acoustics and utility, visibility, and beauty of design. Theatre will seat 2,000 and will be adaptable for regular dramatic performances and television.

## Greenwood a Hope Sub

Hollywood, April 4. Charlotte Greenwood takes over the Bob Hope summer spot for the 13 weeks of the comic's midyear sabbatical, beginning June 13.

Show packaged by John Guedel of the Russel Seeds agency and Martin Broome, husband of the lanky comedienne, was up for hiatus duty last season, with no takers.

## Chi Seminary Discs Own Religious Airs to Elevate Radio Standards

### Earl Thomas, Art Ashley Leave Lyons N. Y. Office

Irene Etkin, longtime secretary to the late Sam Lyons, is temporarily running the A. & S. Lyons agency in New York, with Earl G. Thomas, v.p. in charge of the eastern activities, resigned. Thomas is said to be rejoining an advertising agency. Arthur Ashley, in charge of radio, also left over the weekend and is vacationing at his Newton, N. J. farm. Richard J. Madden's Play Co. continues as a Lyons adjunct, and Dick Lamart is still booking stage musicals out of the office. Margaret Zandt heads legit. Major John Linde.

Wynn Rosemont, here from Hollywood, returns in two weeks. Howard Hoyt is now handling radio spot bookings.

Trend of religious groups toward making a concerted effort to improve the quality of religious programs on the air has been brought out in the Chicago Theological Seminary's announcement of the availability of a series of electrical transcriptions. Series was produced following an experiment in the use of religious programs on the air by the Seminary when it was found that too many of them were of low artistic quality and of doubtful religious value. To date several transcriptions, approximately 14 minutes in length, are available.

## FIRST NIGHTER'S SHIFT CUES WOR SWITCHES

"First Nighter," Campana's transcribed all-hour show, lately heard Sunday nights at 8 o'clock on WOR, has been moved to the 11:30-12:30 a.m. slot tomorrow (5). In its place WOR is picking up the Mutual network G.I. comedy show "Boots of the AAF," which pre-empted on the web three weeks ago as a Sunday night feature.

"Guess Who" for Sheffield Farms shifts from the Wednesday night niche being taken by "First Nighter" and henceforth will be heard Saturdays, 7-7:30 p.m. "Return of Nick Carter," formerly heard at that hour, drops into the station's 10:15 Saturday night slot.

Shifts are tied in with Campana's show switching and dropping of Dave Egan's bond auction and the Treasury Dept.'s "Bond Wagon" show.

## Tom Devlin Scripting New Andy Devine Show

Andy Devine is expected to return to the air this summer in a comedy-dramatic once-weekly half-hour based on his former characterization of a ranch owner on Jack Benny's radio program several seasons ago. Stanzas currently jelling on the Coast with Tom Devlin writing the script. Guest stars will be used each week, with Lud Gluskin's orch supplying the musical background.

## Chi Agency Execs Lack Time to Study Tele

Chicago, April 4. Committee formed two weeks ago by the Radio Management Club to work out schedules for its agency exec members to attend a television study course is still trying to make arrangements satisfactory to all parties concerned. Committee consists of Harry Gilman (Ewing-Wasey) chairman; Mark Smith (Presba, Fellers and Prestba); and Hilby Sanders (Mitchell-Paul).

Main difficulty seems lack of time on execs' part to schedule themselves to too many hours a day over a period of two or three weeks due to business pressure. In proposing the course, Miss Helen Carson, program director of WBBK, suggested several hours daily for at least two weeks in order that a basic and working knowledge could be acquired by the execs after which they could produce some experimental shows.

## Lynn Cantor Renewed

St. Louis, April 4. Fanchon & Marco has renewed Lynn Cantor for another year on KNOX. Miss Cantor, graduate from the comedy school of the late vaude and musical comedy executive entered radio a year ago with her own program, "Lynn Castle, Movie Fan No. 1" on the St. Lee station. Her stint as commentary on pix and Hollywood.

Prior to going radio, Miss Cantor had been partnered in vaude and musical comedy with Al Shean, Bert Lahr, Jack Haley. She also appeared in several editions of "Ziegfeld Follies" and with Eddie Cantor in "Kid Boots."

## FEMME ANGLE ON NEWS

"A Woman Speaks of the News," three-weekly 15-minute stanzas headed a name woman commentator as yet unnamed, is currently being set up.

Idea by radio production agency, McCall & Reinhardt, of Chicago, is to give comprehensive analysis of current events from the female point of view.

... and still it's

# "YOU"

And here's advertisement number three in the BLUE Network-BLUE stations national campaign.

As you read the copy you will realize again that we are continuing to tell the story of broadcasting—not from our point of view, but from the listeners' angle—always the "you" angle.

A very important portion of that "you" is the youth of America.

The Blue is serving them with more shows for children than ever before. At the same time there are still several "kid shows" available and good periods in which to run them.

... and the purpose of the Campaign is still

TO MAKE THE *Blue* A BETTER BUY FOR YOU











**PRAISE, *Indeed!* - -**

**WHEELING STEEL CORPORATION**

GENERAL OFFICES  
WHEELING, WEST VIRGINIA

J. L. GRIMES  
GENERAL ADVERTISING MANAGER

March 23, 1944

Mr. Wes Frazer  
Genl. Prof. Mgr.  
Marchant Music Publishers  
1619 Broadway  
New York, N. Y.

Dear Mr. Frazer:

I think you are entitled to know that we have been deluged by requests for words and music of "THE PRAYER OF A NATION," coming from all parts of the country.

Our mail this morning was rather astounding and I wish you would inform Mr. Davis. We have never had such reaction from radio listeners to a song on our program.

Sincerely,



General Advertising Manager

JLG:CHE

—For a Rousing Ballad  
**THE PRAYER OF A NATION**  
by BENNY DAVIS and TED MURRY

From the House That Gave You

**SILHOUETTES**

Here's a Beautiful Ballad, too

**I WANT EVERYONE TO KNOW**

by BENNY DAVIS, NAT BURTON, TED MURRY

A Real Rhythmic Novelty

**TWENTY-SEVEN TIMES AROUND THE BLOCK**

by SAMMY GALLUP, DICK KUHN, CHAS. SHAW

MARCHANT MUSIC PUBLISHERS

1619 Broadway, New York 19, N. Y.

HOLLYWOOD—Arthur Piantadosi

WES FRAZER, Gen. Prof. Mgr.

CHICAGO—Irving Ullman

# Bands at Hotel B.O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by name bands in various New York hotels. Dinner business (10 p.m.) not rated. Figures after name of hotel give room capacity and cover charge. Larger amount designates weekend and holiday price. Compilation is based on period from Monday to Sunday.)

Name	Hotel	Room	Cover	Week	Total
Emil Pettit	Biltmore	1400	\$1-\$1.50	112	2,600
Lani McIntire	Lexington	1000	75c-\$1.50	7	2,600
Jerry Wald	New Yorker	1400	\$1-\$1.50	4	2,600
Frankie Carle	Pennsylvania	1300	\$1-\$1.50	7	2,600
Leo Helman	Waldorf	1000	25c	2	2,600
Boyd Raeburn	Lincoln	1735	\$1-\$1.50	5	900
Guy Lombardo	Noosevelt	1400	\$1-\$1.50	2	2,100
Vaughn Monroe	Commodore	1400	\$1-\$1.50	2	1,075

\* Asterisks indicate a supporting floor show. New Yorker and Biltmore have ice shows. Waldorf has Gracie Fields. Commodore, Glenn Miller's Modernaires, Lexington, Hazelton floor show.

## Los Angeles

Freddie Martin (Ambassador, 900; \$1-\$1.50). Paycock weekend equals 4,300 tops.  
Joe Reichman (Biltmore, 900; \$1-\$1.50). Hot 4,300 covers.

## Chicago

Neil Bonhais (Mayfair Room, Blackstone hotel, 400; \$2.50 min.). Slight drop, but Bonhais and Dwight Fields played to near 3,000.  
Jimmy Joy (Walnut Room, Blackhawk hotel, 425; \$1.50-\$2.50 min.). Conventions helped Joy reach fine 5,300.  
Eddie Oliver (Marline Room, Edgewater beach hotel, 1,100; 50c. and 75c. cover charge, plus \$1.25 min.). Oliver did excellent 1,000.  
George Olsen (Boulevard Room, Stevens hotel, 700; \$2.50-\$3 min.). Olsen, in first week, accounted for only 2,000.  
Teddy Powell (Punisher Room, Sherman hotel, 900; \$1.50-\$2.50 min.). Powell accounted for around 5,300.  
Ran Wilde (Empire Room, Palmer House, 750; \$3-\$3.50 min.). Hildegarde and Wilde a sellout, 11,500 again.

## Location Jobs, Not in Hotels

(Los Angeles)

Hal McIntyre (Plattadium B, Hollywood, second week). Holding on strongly. Good weekend will better 30,000.  
Horace Heidt (Triannon B, Southgate, 12th week). Slight dip to 7,500.  
Phil Harris (Slippy, Maxie's, N. Los Angeles, 23d week). This place only holds 5,200.

## CAPTAIN MIKE NIDORF BACK TO GEN'L AMUS.

Capt. Mike Nidorf, V.-p. of General Amus Corp., peels his uniform April 19 and will return to his former spot with the agency. His release from service stems from recent regulations regarding overseas men.

Nidorf has been in service approximately two years and was stationed the majority of that time in Chemical Warfare.

## Top Tunes for Your Books An All-Time Favorite

## LOVELY LADY

Music by ...  
**JIMMY MC HUGH**

Published by  
Robbins

## Boris Morros to Publish Leopold Stokowski Works

Boris Morros Music Co. has contracted with Leopold Stokowski to publish all of the latter's symphonic arrangements, a move that the conductor has heretofore steadfastly refused to consider. Deal was consummated last week.

Morros Music also has an agreement, with Sergei Koussevitzky to publish a large group of copyrights he owns. However, the music is in Paris and inaccessible for the duration.

## CWAC Service Bands To Go on Exhibition

Toronto, April 4.—Bands of the Canadian Women's Army Corp., including Scots pipe units, will undertake trans-Canada tours, according to headquarters announcement. Bands will fan out from various central depots but ultimately, will have travelled from coast to coast.  
Curious point is that all units will complete their routes in Vancouver and Victoria in November.

## Proposal Made for Coast Representation at ASCAP Board Meetings in N. Y.

West coast members of the American Society of Authors, Composers and Publishers, left without representation on the Society's board of directors since the defeat of L. Wolfe Gilbert, may get the privilege of sending one of their number east to ASCAP's expense every so often to look after their interests.

It was proposed at the membership meeting in N. Y. last week by Arthur Guller that the Coast faction be allowed to designate a member to attend quarterly classification committee meetings and report the Coast attitude on problems. Proposal was seconded and it remains for the board of directors to act on it one way or the other.

One of Gilbert's main beefs about his defeat, which he claimed was engineered by writers the resigned last week from the Songwriters Protective Ass'n, was that it left the Coast faction without representation on the board.

## ELDRIDGE BUILDING BIG BAND IN N. Y.

Roy Eldridge is again building a big band, transplanting the east's finest to his combination of sax brass, five sax, four rhythm, plus himself and a girl. Opening date is not yet definite, but the band will be ready in three or four weeks.

After leaving Gene Krupa's orchestra, Eldridge formed a small combo, then planned for a big band, then returned to the smaller group with which he's been working since.

## Inside Stuff—Orchestras—Music

Frank Dailey is planning to reopen his Meadowbrook-Cedar Grove N. Y. in September. He originally intended resuming at the old spot, now shuttered more than a year, this spring, but promises of another poor gasoline situation on the east frightened off that idea.  
Dailey will fold his current Terrace Room, Newark: name band spot, around July 4 and will not operate at all until Meadowbrook is reopened. This will leave only Glen Island Casino, New Rochelle, N. Y., at the only place of that type using name orchestras operating in the area adjacent to N. Y. this summer. Glen Island resumes May 25 with Bob Strong's orchestra.

Martin Block, conductor of N. Y.'s WREX "Make Believe Ballroom" record studio and Frankie Carle and his musicians' sole salaries, plus \$3 per man broadcast tax, as a means of getting the band on his show last week (29). Originally, Block plays only records, but since Carle's band was unable to finish recording to Columbia Records, which is still fighting the AFM and is not recording, there are no discs available of the new outfit.

Two ASCAP/ies attended the annual dinner last week on crutches. One was Joe White, yelped the "Silver-Masked Zenon" of pioneer record days now in the NBC music library. He is just able to get around on a false leg as result of an accident when he slipped on a highly-polished floor of Shapiro-Bernstein last year.

The other was John O'Connor, Fred Waring's manager, recovering from a form of arthritis.

Nick Kenny is not a co-owner of Lincoln Music Co., which publishes his current tune, "And So Little Time." His argument with Lincoln is for publishing rights to his melodies only. Kenny also disclaims any pressure on Will Rousiter's "Time" song.

## NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the weeks beginning Monday and through Sunday, March 27-April 2 from 5 p.m. to 1 a.m. List represents the first approximately 35 leaders alphabetically in order (in some cases there are ties, accounting for a longer list). The compilation embraces the NBC, CBS, Blue and Mutual Networks, or represented by WCAP, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	PUBLISHER
A Lovely Way to Spend Eve—"Higher and Higher"	Crawford
And So Little Time	Lincoln
And Suddenly It's Spring—"Lady in the Dark"	Famous
Basic Blues	Melodylane
By the River of Roses	Shapiro
Do Nothing Till You Hear From Me	Robbins
Don't Say Sweetheart Me	Advanced
East-er Sunday With You	Feist
Gone With You	Shapiro
I Couldn't Sleep a Wink—"Higher and Higher"	T. B. Harms
I Love You—"Mexican Hayride"	Chappell
I'll Get By—"Glad, Glad, Glad"	Bevin
It's My Baby Blue Tonight	Broadway
It's Love, Love, Love	Santy
Just Ago and Far Away—"Cover Girl"	Crawford
Louise—"You Can't Ration Love"	Paramount
Maizey Dots	Miller
My Blue Heaven	Bernstein
No Love No Nothing—"Gang's All Here"	Triangle
Now I Know—"Up In Arms"	Harms
Palomades	Chappell
San Fernando Valley	Morris
Snoo Snoo Baby—"Follow Boys"	Leeds
Sonoma Plunk Plunk Plunk	Shapiro
Spring Will Be a Little Late—"Xmas Holiday"	Saunders
When They Ask About You	Berlin

1. Musical. • Legit Musical.

Latin-American Publishing Corp., New York, has changed its name to Latin American Music Corporation. Papers to this effect have been filed with the Secretary of State in Albany by Warren & McCready.

## This Is Really a Plug For Carle; Truckload Of His Discs Hijacked

Hijackers moved in on the recording industry last week, grabbing a truckload of discs consigned to Chicago con machine operators. Truck, loaded with albums and individual discs by Frankie Carle, was waylaid in the Chicago area.

Columbia, which is concentrating its production on the Carle book, recently released, has not been applying too much of its efforts for the benefit of machine owners, and the shipment was one of the few aimed lately at midwest operators only. Most of the company's recent production has been diverted to retail outlets.

**RKO-RADIO PICTURES**  
and ALL other picture studios  
use this RKO V.I.P. record of  
movie hits of 1943-44 pictures,  
plus old favorites,  
new hits, best hits, and every  
of them. Samples free.

**TUNE-DEX**  
1619 Broadway New York 19

## THE NOEL GAY MUSIC CO., LTD.

24 DENMARK STREET, LONDON W. C.

## NOEL

"The Kings Horses"

"Something About A Soldier"

"The Lambeth Walk"

## GAY

## NOEL GAY AND

HUGH CHARLES

ANNOUNCE

THEIR

PARTNERSHIP

"There'll Always Be An England"

"We'll Meet Again"

"Silver Wings In the Moonlight"

## CHARLES

SEE YOU ALL SOMEDAY

## Agent Wins Test Case on Appeal In Unemployment Insurance Rap

What is probably the first decision of its kind to be handed down in a performer-agent case since inception of social security and unemployment insurance was handed down last week by the appeals board in the case of Harry Klein versus Billy Jackson. Verdict was in favor of Jackson and absolved Jackson from liability of paying Klein a claim of \$16 previously directed by the Unemployment Insurance division.

Controversy stems back to 1942, when Jackson was called in by the BKO theatre circuit, to provide a bill of oddities talent for a whirl of one and two-day dates in favor of the circuit theatres. Jackson rounded up Klein, veteran performer, along with eight novelty acts and show was billed as "Keith Union-Square Music Hall Oddities Review." Jackson claimed that each was awarded as his status as agent and not as producer, that "dates" would be played intermittently at the convenience of the circuit and agreed that the latter would pay them the pro-

rata daily salary set up by the American Guild of Variety Artists, with payoff after each performance. Act subsequently played 46 days during the year.

Jackson says he could have lined up many other dates, but most of the oddities wouldn't, go out of town. Klein, who had previously worked for Billy Rose and in Major Bowes units, subsequently applied for unemployment insurance. Act found he was \$20 short of the required sum to be eligible to collect. Inasmuch as neither theatres nor Jackson had withheld social security tax, but had paid performers in full under private contractor status, Klein's claim was held in abeyance. Jackson, subsequently subpoenaed by the U. S. Employment division, stated his case. Both he and Klein subsequently went to court before a referee, with latter finding in favor of Klein and ordering Jackson to pay the performer \$16, which would have been the amount coming to him, if he took back on pointed on the theatre dates. Jackson retained Allen Saunders as attorney, and appealed. Appeal board concurred on Jackson's claim that he was not an agent in transaction and not an employer, and therefore was not liable for withholding and payment of social security tax.

## 1 Coke Coming Up!

Dallas, April 4. Kivianis Club, as solution of juvenile delinquency, has opened a former shanty night, the K-Hi Muck-Go-Round, for exclusive use of students. Although no conviction of parents was enlisted, kids are wholly responsible for running the spot.

Two hours of music 8 to 11:30 p.m. A fee of 50¢ per couple is charged for regular dances, with stairs "barged" No liquor.

This idea follows on heels of several such spots that have opened elsewhere in recent years.

## Cleve. Nitory Operator Charged With Harboring Alien Ship Jumpers

Cleveland, April 4. Fong Y. Chin, operator of Golden Dragon Club and a large string of Chinese cafes in this area, was indicted Thursday 1941 by a Federal grand jury on charges of conspiring to harbor alien seamen.

Immigration inspectors discovered five Chinese sailors, who jumped British freighters in New York, hid on the premises of the Golden Dragon Cafe when they raided it. Each of the men was smuggled to Cleveland and put to work by three of the restaurant's aides, who were arrested. Although the aliens who jumped the country without visas were virtually held prisoners in the basement by the Red Dragon's manager, Chin had been making to do with him when he didn't know their backgrounds.

## COMO INTO N. Y. PAR THIS SUMMER AT 4G

Perry Como has been booked into the Paramount theatre, N. Y., for some time this summer. He will draw \$4,000 weekly for an indefinite number of weeks. Singer's last tour of looking on Broadway was at the Strand theatre.

Como is currently on the Coast completing a film for 20th-Fox. He's in 1-A.

## Buddy Lester Due For N. Y. Bow, Martinique

Comedian Buddy Lester, brother of Jerry Lester, makes his debut in N. Y. next week (12) at La Martinique. Hereafter he's confined his activities to the midwest.

Singer Sonny Skylar opens with Lester. He had originally been set to open April 28.

## Bert Wheeler Added To Carroll 'Vanities'

Bert Wheeler is latest addition to cast of Earl Carroll's "Vanities," opening April 12 at the Wilson theatre, Detroit, as two-a-day vaude.

Starting lineup now also includes John Kirby orch. Jack Durrant, Al Gordon, Bobby May, Arnaud Bros. and Frances Urban.

## Saranac

By Happy Reiney  
Saranac Lake N. Y., April 4. Edwin A. Wilkins, Boston nitory owner, here for check-up was given clear bill by medicos; so he's staying for a vacation and fishing.

Alena Gooding and Lee Kienick celebrated birthdays at the Rogers. Both received gifts and birthday cakes, also O. K. reports.

Billie Carr, co-Rogersite, who vacated part of the winter in the colony with his frau, left for New York last week.

Patricia Edwards, who left here a year back for an o. o. and given another okay. Visited and cheered up many of her former pals.

Melba Merryfield, tipped for two meals daily.

Billie Carr, Rogersite, Conover model, is now resting at the Schriener.

Write to those who are ill.

## AGVA Maps New D.C. Push Vs. Tax; Niteries' Biz Hard Hit by 30% Nick

American Guild of Variety Artists is preparing to round up a nationwide representative group to augment its own forces in an attempt to break the 30% amusement tax for niteries, which became a national law Saturday (1).

Plans are being made to enlist all nitory crafts and labor groups for a proposed meeting in Washington early next month, when Capitol axes will be told that continuation of the tax edict will strangle the nitory biz.

Concerial action was decided upon in New York over the weekend, following a Washington call Thursday 1941 with a representative of the Department of Internal Revenue, who recommended that AGVA maintain a watchful-waiting policy and that the effects of the tax edict be studied before any organized movement is launched for a legislative change in the act.

AGVA delegation, headed by national administrator Matt Shelvee, had requested the interview in a last-minute effort to extend the act and to clarify several points in connection with the edict. Most point discussed was the government's definition of a cabaret and the types of

establishments which do not come within purview of the ruling.

Initial effect of 30% tax on New York niteries varied widely over the weekend. Spots featuring dancing and entertainment catered to large turnouts Saturday night, but generally felt the impact of the tax bite Sunday evening, with business reported as much as 25% under par in some places.

## INK SPOTS PACKAGE SHOW SET FOR N. Y. PAR

Package unit, including Ink Spots, Coote Williams band, Ella Fitzgerald and Moke & Puke, has been pinned into the Paramount, N. Y., for July or August. Deal is for four weeks.

Combo has been touring as unit since January.

## AL BORDE PRESENTS



BENNY MEROFF  
IN HIS  
"FUNZAFIRE"  
COMPANY  
(FIFTH YEAR)

Second Week  
Jack Lynch's  
WALTON ROOF  
PHILADELPHIA, PA.

## NO ENTERTAINING TIE BOYS IN SCOTLAND



WILLIE SHORE  
First Manager  
AL BORDE

## ALWAYS WORKING! "Whitey" Roberts

"Whitey" Roberts' "Radio" comedy act, one of the best ever heard, is here. Now on 26 week.  
Waltton Roof, Phila.

## Consistently Held Over Everywhere



## DAY, DAWN and DUSK

CONTINENTAL COMEDY SINGING STARS  
Currently Appearing Ralph Berger's  
LATIN QUARTER, Chicago, Indefinitely

Personal Mgr. • FRED MARTENS • 1544 Broadway, N. Y. City

**LAURETTE**  
and  
**CLYMAS**  
Pantomime Satires  
OPENING APRIL 11  
**PERSIAN ROOM**  
**PLAZA HOTEL**  
NEW YORK  
Booked by Jack Bertell  
M.C.A.

A NEW SINGING STAR  
  
**JEAN TIGHE**  
Dir.—KENNETH LATER  
Broadway's Youngest  
Producer-Designer  
**JOE CROSBY**  
Louise's Monte Carlo  
New York City  
Second Year

HELD OVER  
INDEFINITELY  
**TIMMIE ROGERS**  
(Formerly Gordon and Rogers)  
Comedy—Singing—Dancing  
At the  
**CLOVER CLUB**  
HOLLYWOOD  
Eastbound Boon—in June  
Management  
W. M. MORRIS AGENCY

**WANTED**  
Am looking for two men to complete male trio for vaudeville act. Background must be along lines of impersonations. Write BOX 10, "Variety," 154 West 46th Street, New York 19, N. Y.

**Left-Handed Artists  
Wanted for Radio**  
Write N.C.A.C.  
711 5th Ave., N. Y. C.

**HOW ABOUT YOUR TAX?**  
Have your OWN personal ACCOUNTANT and TAX CONSULTANT at a very low monthly fee. I will take care of all your TAX problems throughout the year, including estimated and regular tax returns—FEDERAL and STATE. Free Consultation.  
JAMES W. COX  
831 St. Johns Place, Brooklyn, 16, N. Y., PR. 4-6307

Currently STATE Theatre, New York

**EAR "FAA" HINES**  
and Orchestra  
Direction—WILLIAM MORRIS AGENCY

## Night Club Reviews

**Loew**

<p>Robby Norman Nancy Healy (6) Kathryn Hoyt Eddie Howard Sabina Personette (1 to 5) (8-8) 2d Edition Gay 3's Sunny side (8-9) Lee Ross</p>	<p><b>INDIANAPOLIS</b> Cirele (7) Tommy Tucker Virginia Weidie The Kemmys Cy Raevs <b>NEWARK</b> Adams (7) D'Artega Orc Bill Robinson Jean Carroll</p>
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McNorton & ...	Majestic (6-10-12)
A. Norman	1 McAuliffe Sign
Whitson Bros	Trip & Falls
<b>ATLANTIC CITY</b>	Boots & Saddles
Steel Pier (8-9)	At Norman
Tommey Dorsey Occ	(10-12)
Wilson 3	2 Welles
Allen & Kent	Bobby Henshaw
Whitson Bros	Ashley & Ward
Arren & Broderick	Jimmy Lyons
Grace Johnston	Cabinets
Sammy White	
<b>BALTIMORE</b>	<b>PHILADELPHIA</b>
Hippodrome (6)	Carman (6)

Vilma Middleton	Bob Gentry
State (6-8)	SPRINGFIELD
Olympic Gls	Court Kay (6-8)
Lew Fitzgibbons	Kay & Kay
Furman & Alma	Anthony & Rose
Sleepy Hollow Gang	Reg Kehoe
(8-12)	Marimba Queens
Warren, Evans & K	Eddie Mills
Kathryn Stanley	Dean & Edwina
Jimmy Huson	Ray & Ray
Rene & Jim	WASHINGTON
BOSTON	Howard (6-8)
Bradford Hotel (6)	Tiny Bradshaw
Artini & Consuelo	Lil Green

BEVERLY HILLS, CA

**Cabaret Bills**  
NEW YORK CITY

## NEW YORK CITY

Quarum Rest.	Cerull
a Parker Ore	Tom Morro

er Quartet	Eddie Stool
e Bond 3	Toni Morrow

Laura Wilson  
Vincent Pierce  
Sally Goodwin  
Moya Gifford  
Loretta Laas  
Victor Dietz  
Judith Baker  
George Morris Ore  
Don Sylvio Ore  
Roberto Ore  
Bill's Gay 90's  
Ethel Gilbert

**ROXY, New 16FK**  
**INDEFINITELY**

<b>PHILADELPHIA</b> Earle (7)	Paul Remon Wilson, Division
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(31)	Roxettes
Mt Britton Ore	Ballentine
Marcy McGuire	Jean-Jack & Ju

### Independent

NEW YORK CITY	Academy (3-5)
Musie Hall (6)	Stevens Bros & F
Harrison & Fisher	Billetta Six

<p><b>ROXY (6)</b></p> <p>Farry Richman</p> <p>ee Marcos</p> <p>ave Apollon</p>	<p><b>Crotina (4)</b></p> <p>Saelia Leonoff</p> <p>Kathryn Hoyt</p> <p>I. Marko S. L...</p>
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1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

Dink Fatterson	Rea Rafter
Billy Daniels	Estelle Lee
Miss Rhapsoy	Tiny Clark
<b>La Conga</b>	Gerri Gale
Teddy Walters	Pop Brown
Victoria Cordova	<b>Village</b>
Harris, Claire & S	Albiny J
Servando Diaz 3	Ginger D
Machito Rhumba Ed	Gwen Ty
<b>La Martinique</b>	Huddle L
Betty Garret	<b>W</b>
Mark Plant	Bob Lee
Morey Amsterdam	Carmen M

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**La Martinique**  
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Byrnes, Fanchon, Line

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**Kemptgen Vice Shum**  
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Kemptgen, resident man  
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## Court Test Looms Because of Moss Nix versus Ticket Delivery Fees

Authority of N. Y. License Commission, Paul Moss to order ticket agencies not to charge a fee for the delivery of tickets has been questioned and may be tested in court. That Moss may have revised his ideas in this direction was indicated some weeks ago, when he reinstated one broker among the four whose licenses he recently ruled out. Agency is the Supreme, which clashed with Moss some weeks ago. The license in that instance was not in suspension because of overcharging, but because of delivery fees.

Moss's no-delivery-fee clashes with the legit code, which specifically allows for delivery. Rule states that any agency which customarily charges for deliveries prior to July 1, 1944, may continue to do so at the rate 25c maximum per ticket. Code also says a fee of \$1 per month to agency customers who carry charge accounts.

The "jam-over-delivery-fee" is blamed on lesser brokers who have been "cheating." Alleged that some not only exact excessive fees but insist on customers paying for tickets at boxoffice instead of the agencies, so the "cost" of delivery may be added to the price.

There is no stipulation in the N. Y. state law limiting premium to 25c. The federal tax law, more than the boxoffice price, which prohibits agencies from collecting sales taxes on a number of agencies has deterred from taking delivery money until the situation is clarified. The ticket office is standing on their rights for such service, backed up by the code. Quite a percentage of agency patrons insist on getting tickets either at their offices or home rather than at the boxoffice and are willing to pay the delivery fee.

It is noted that those agency people who take advantage in the matter of deliveries are the same whose practices are responsible for drawing criticism against brokers in general. Code date for agencies eligible to collect delivery fees is not so important because few new ticket offices have been formed since the rule was adopted.

## Adelphi Taken Over for 'Allah'

Acquisition of theatres, mostly in lease, through purchase, and rental arrangements by the Shuberts, has been the problem of the Brooklyn Broadway musicals. Most recent jam was ended by spotting "Follow the Girls" in the theatre, N. Y. (nee Jolson) and "Allah Be Praised," which comes to the Adelphi. Both outside the standard Broadway repertory.

In addition to the Century, the Shuberts previously bought the Forest and the Ambassador theatres, but the National daily being bought by the National virtually being agreed upon for \$300,000. That house has been owned and operated by the Dry Dock Savings Bank, which had other theatres on its hands through purchase, but not through bank's Broadway holdings have been disposed of. Understood the only point to be settled in the national deal was the amount of cash to be put up by the Shuberts.

One pending theatre buy is for the 48th Street, which Michael Todd has been subleasing, with an option to purchase. While the Shuberts are buying theatres, they have also been buying some for radio purposes. Reported both the Forest and the Ambassador will be used for broadcasting.

## P. A. JOE ROBERTS TO MAKE DEBUT AS MGR.

"Police Gazette" mystery novelist based on a homicide that carried New York in the 1880's, is due for managerial debut at Joe Roberts' of the "Stars on Ice" (Center) press engagement. Script was authored by Edward Van Every, Y. Sun boxing writer, who has written several

claimed that Van Every owns the title, by arrangement with the publisher of the magazine which has the same name.

## 2 N. Y. City Center Shows Oppose B'way, Belying Original Idea

When the City of New York took over Mecca Temple, now called the N. Y. City Center, it was expected by Newbold Morris, the council head, with a nod from Mayor LaGuardia, that the city would not oppose Broadway. As for left shows, they claimed that attractions booked were temporary, therefore not Broadway.

The next two attractions at the City Center, however, will directly oppose commercial ventures within the theatre zone. Fortune Galtro, the San Carlo Opera Co. will play the City Center Radio City from May 7, while pop opera Co. will play the City Center starting May 23. Singularity in theatre names is confusing in itself. Both warbling out

Galtro versus Morris calling attention to the city-booked opposition, saying he thought it unfair, especially since his long-established outfit had had a season in the Radio City Center for the past six years. The San Carlo Impresario said he got no money to have a \$2,000 a week.

The other opposed show is ballet. S. Huron opened at the Metropolitan Opera House, which is scheduled on April 9, date extending until May 7. On the same night, (9) the City Center will start the ballet. Latter told he was \$2.40 while at the Met it will be \$4.20.

## NEW YORK'S TICKET 'MONOPOLY'

Whether they realize it or not, Mayor LaGuardia and his license commissioner, Paul Moss, have by word and action moved in such a way that a ticket monopoly on Broadway could be the result. And Equity may be on the play, also certain managers.

The mayor alludes to all ticket agency people as chiselers. Moss is suspicious of all ticket transactions and recently suspended the licenses of several brokers for charging more than the state set price. The plan, over the boxoffice price, probably prodded into such drastic action by the mayor. Ticket sales were made to cluermen, citizens who demand the best locations and are willing to pay for the service they want.

When the mayor complained over the municipal radio recently that "we only want to help the members" of the Union, Harvard and Yale clubs he sounded chiselers. Did any member of any exclusive club ever ask LaGuardia his opinion about ticket prices? It's long shot that any order ever came. The clubs were asked to "cooperate" with Moss not long ago about prices of theatre tickets, their general attitude was for the commissioner to mind his own business. That goes for the mayor too.

There were 29 accredited agencies in New York, that number being reduced to 26 by Moss. If revocations continue, the number of agencies will be steadily reduced and ultimately all ticket allotments would go to two or three agencies. Nearly all managers concede that agencies are vital to the sale of theatre tickets, and it is preferable for a few of agencies to operate rather than a few.

Any fair-minded manager would not want a monopoly in tickets for it would inevitably result in certain shows being favored by agency sales. Nearly all managers concede that agencies are vital to the sale of theatre tickets, and it is preferable for a few of agencies to operate rather than a few.

Not all managers are free from criticism, and there are inherent cheaters among the brokers, but the majority are on the level and the percentage of tickets that command a "price" is relatively small.

It is only the hits that are involved in the trade conducted by the mayor, license commissioner and the code enforcement board. Code requires managers to hold 25% of all

## YOKEL BEGINS WORKING ON 'DESERT BATTALION'

Hollywood, April 4. Alex Yokel, Broadway producer is lining up material for "Desert Battalion," a stage comedy with music, based on the experience of group of patriotic soldiers who fought in World War I who visit Army base. Group is headed by Mrs. Edward G.

Crane Willard has written the story and several composers have volunteered to write the show. There will be a break-in in San Francisco and a gala premiere in Los Angeles. Proceeds will continue the "March of the Desert Battalion" as well as a special program of rehabilitation.

## Kibbee As 'Old Sock'

Toronto, April 4. Under aegis of Frank McCoy, Guy Kibbee opens at Royal Alexandra here in revival of "The Marquise." The "Old Sock" for week of April 24. Piece is subsequently pencilled to Buffalo, Pittsburgh, Detroit.

## DANTE'S PITT RETURN

Pittsburgh, April 4. "Dante," who played an engagement at the Stanley Theatre, N.Y. delirium where the scale runs from 75c to 75c, only a couple of months ago is coming back to town again next week, but this time he'll be at the Nixon (left) at \$2.75.

Major league, previous Pittsburgh dates, prior to his Stanley appearance, were at the Nixon.

## Livley's Summer Season

Louisville, April 4. Park Theatre's first season of the summer present a season of summer shows this year at Iroquois Amphitheatre.

## See New 20% Legit Tax Having No Immediate Effect; Await Post-Easter

## B'klyn Cleric Trying To Tell Off B'way; 'Turtle' 'Indecent?'

For the first time Brooklyn is telling off Broadway, one of its clerics having filed a complaint against "The Price of Turple," Moroson, with Police Commissioner Lewis J. Valentine. Although in show circles it is, it is doubted that there will be police interference with the three-person comedy smash, Father John J. Bedford of the Catholic Church of the Nativity in that borough said at a communion breakfast last week that "Turtle" is indicative of immoral tendencies in the theatre.

There has been no such criticism either from audiences or critics. That the play was chosen for a "communion" performance on "Turtle" as a highlight in the President's infantile paralysis fund drive Jan. 23, further discredits the squawk from Brooklyn, where there has been a police department upheaval because of the delinquency of its citizens.

It was figured that the priest's squawk was inspired by religious prejudice, such as the priest charged in the "Wine, Women and Song" and the rap against "The Native Son." Same group, however, is evidently not involved, since the priest is in a different Catholic diocese than that side of the East river.

To what extent the new 20% admissions taxes will affect Broadway legit and ticket agencies will probably never be indicated. The new taxes (Easter) were Saturday (1), when the 10% legit levy was doubled to 20%. The taxes will be that was attributed to the general spending spree of the day before Easter. The boosted taxes increased excise taxes.

This "Holy" week attendance is expected to slump, as it always does during Easter. The boosted taxes, with the advent of the holiday, business generally booms, the school holidays are over, and ticket agencies are not figured to materially dent attendance during Easter. Shoppers believe that business thereafter will be the best. Good Friday night will be the lowest; mark it, also being the start of the Jewish Passover (7).

It will cost \$180 for two tickets for the opening of "Follow the Girls" at the Century (see below) Saturday (8), but that isn't charged due to the increased tax altogether. New musicals, however, will have a performance, or what would formerly be the lowest, mark it, also being the start of the Jewish Passover (7). It will cost \$180 for two tickets for the opening of "Follow the Girls" at the Century (see below) Saturday (8), but that isn't charged due to the increased tax altogether.

## Dullzeit Lauded For Agcy. Fight

Equity's annual election, tentatively dated for early June, calls for naming 10 members of the union, but automatically being retired from the total of 50 which comprises that all is quiet. The last election was held in 1937, and the last time there were to be no replacement committees. That is said to indicate that all is quiet. The last election was held in 1937, and the last time there were to be no replacement committees. That is said to indicate that all is quiet. The last election was held in 1937, and the last time there were to be no replacement committees. That is said to indicate that all is quiet.

Officers were elected for a three-year period last spring. The annual election, tentatively dated for early June, calls for naming 10 members of the union, but automatically being retired from the total of 50 which comprises that all is quiet. The last election was held in 1937, and the last time there were to be no replacement committees. That is said to indicate that all is quiet. The last election was held in 1937, and the last time there were to be no replacement committees. That is said to indicate that all is quiet.

Loeb is a member of the council, and is the only one who has been in this spring. Last year he was chairman of the nominating committee but was not named last year. Loeb was of the so-called "radical" group, formerly known as the "Actors' Equity" and the "Theatre Guild." He won a number of reforms favoring rank and file actors, including pay for the first upping of minimum pay.

Nominators named from the membership were: Victor Jory, Victor Jory, Alfred Drake and Howard da Silva. The nominating committee by the council were Augustin Dandane, Calvin Thomas and Ruth Hammond.

## 'UNCLE HARRY,' 'BOYS' CLICK IN LONDON BOYS

London, April 4. Two recent Broadway legit hits, "Uncle Harry" and "Something for the Boys," have been debuting in the West End last week.

"Harry," authored by Thomas Job and featured by Le Galland and Joseph Schickelraut in its New York version a season ago, was received enthusiastically in London, where it is in a strong performance at the Garrick.

"Boys," while favorably received by the audience at the Coliseum, met with only mild response from the press. The play, however, is in the role created by Ethel Merman in Mike Todd's New York version of the

"One Room," which came to the Apollo March 28, met with warm response but proved more solid for the provinces.

tickets for direct boxoffice or mail order sale, but some of those tickets reach the hands of diggers. Those in the know are aware that 90% of tickets for the hits are sold through agencies, so showmen feel that brokers furnish an invaluable service to the theatres.

There is an offer of \$100 reward to any person who can prove he paid excessive prices for tickets. That sign is in the St. James lobby and in the programs. No reward is recently known to have been collected, although there is no doubt that some tickets for the sock show have been and will be sold for high rates. Lack of response indicates that those who paid excess prices for the desired tickets had no squawk coming.

Equity, sitting in judgment of ticket brokers as part of the code enforcement board with managers, seems to be in an incongruous position. Recently ticket men were accused of charging 75c for balcony tickets for "Oklahoma" instead of 50c, as stipulated in the code (the 75c premium is not illegal). From the time the code was formed the ticket fees have remained the same, although pay actors were raised twice—from \$40 to \$50 and now \$75.50.

Equity argued that control of ticket prices would make for longer engagements by attracting more patrons. The theatre squawk has been so for the past two years that the actors should have no cause to worry, and it is questionable whether Equity should assume managerial or judicial functions as it has in the ticket matter.

It has been said by ticket experts that not more than 10% of tickets are sold so called "legit" prices, and that percentage is alleged to be conservative.

So why should the mayor and the commissioner get on their white horses about the agencies? Such castigation is not good for the theatre. Gyping will never be entirely eliminated. Even Equity knows that. But if city officials, who don't know much about tickets either, continue to bear down, a monopoly can result, for they are doing just what convivers, who like to corner the ticket market, want them to do.

And if most of the current agencies are eliminated, gyping, which has been greatly curtailed, will go up like a skyrocket.







# CHATTER

## Broadway

George Hamid is now a grandfather.

Billy Vine linked by Columbia for

Charles R. Rogers, U.S. producer,

from the Coast.

John Wenger's water color exhibit

at Gruber's has published his all-time

boxing ring record book for

Stanton Griffith elected chairman

of the committee to see T. R.

Robler Co.

Edwina Soper signed as dancer

in "New Opera Co. production,

"Helen Goes to Troy."

Harriet Gould formed Liberty mag

film critic, now publishing at

Algo's.

A network radio tapper took a bill

from Sherman. Billingsley for

"Kismet" at the Star.

Bert Lyell's crimson sunburn top

which he unspooled set ball going

in Central Park recently.

NBC's Dick Dwyer, now a S&P

analyst, signed in England.

Booby Sanford, ex-Renton radio

specialist, is booking radio

spots this week for

Major David F. Silverstein, former

Hollywood scripter, laid up in Hal-

lowed hospital, Sunday.

Wife of Ed Barry ("Variety") re-

turned to home from a tour of duty

in automobile ship.

Dumplings buffets announced, by

James Kessel, new to the

number he leaves his eyelashes.

Not Goodbye, new title for

"Ill Be Seen" U.S. part of

a film from old

Army's Paul W. Benson, former

editor, P. Y. mailing letter greet-

ing to Broadway, ran from Lind.

Richard Hubbard spoke before the

city officers' Guild, now in

night (Tuesday) at CBS Annex.

Pat Garigan, formerly with the

WPA publicity, is leaving

Army duty in India, made a staff

assignment

Robert Rubin, away from his

job at Metro for a

vacation in Atlantic City,

next week.

John Kane, eastern representative

for William and Jimmy Gage, ex-

ecutive, leave Polytechnic "Bringing

next week.

George McManus, who has been

drawing the comic strip "Bringing

Up" for 30 years, visiting

theater guide for party Saturday

(April 15) to celebrate year-

iversary of "Okla.!" at the St. James,

N. Y.

John P. Fulton, national big con-

tract in the Metro publicity, re-

turned to the city for Red

Cross shortly.

Pat Spitznagel and his girl band

celebrated ninth anniversary, when

they return to the Capitol the middle

of next week.

Messmore Kendall, owner of Cap-

itol's new building, due to leave

to serve with the OWI in the Eng-

land and division. He is former

amount newsgirl assignment editor,

with OWI in N. Y. for

more than two years.

## Hollywood

Gladyes George laid up with high

June Haver laid up with tonsil

infection.

Mike Greer recuperating after a

serious illness.

John Sylvia readying to hop

off on a vacation.

Joe Pennington's wife called

off her divorce suit.

Joe Rogers showed up April 10 on

an early radio log.

Lillian Bond, old stage and screen,

divorced Sydney A. Smith.

Velma Connors, singer, divor-

ced Harrison Hearne, screen actor.

Jan Herbolth called their 30th

wedding anniversary next week.

Ann Corbin and Bob Williams an-

nounced their engagement to wed.

John H. Smith, who will

launch the Canadian Bond Dr.

Gordon Douglas, RKO director,

will visit Hollywood with

Gary Cooper, left off a bicycle and

lost his teeth.

Ed Lowery, of USO-Camp Shows,

hospitalized for observation prior to

his tour.

Wallace Berry handed a fishing

trip by his Metro pals his dis-

ability.

George Weid resigned from the

Metro, Schick agency to open his

own office.

John Hersholt appointed to the

Advisory Board of the Los Angeles

city.

Enrique A. Jimenez, Ambassador

from Panama, entertained by Para-

mount, Sunday.

Henry Baron, legit producer, in

the city.

John Lough, out of "The Very

Thought of You" cast at Warner's

because of illness.

John F. Edwards, chief three of her

paintings to the Museum of Modern

Art.

Charles Bennett tagged for a Doc-

tor of Literature degree at Ca-

ifornia.

Sonja Henie returned from Den-

mark, Sunday.

John Powell

at International

House, Sunday.

Robert B. Cunningham, entertain-

er by studio biggies.

Philip Morris, president of the

Los Angeles Philharmonic Orchestra at

the city.

Dr. Herbert T. Kalmar, heart dam-

aged by fire, with a \$7,000 fine

for the city.

"Mary" "Slutting" Sam" Dowell

in the city.

John H. Smith, who will

launch the Canadian Bond Dr.

Gordon Douglas, RKO director,

will visit Hollywood with

Gary Cooper, left off a bicycle and

more business than any attraction

at Empire in last four years. "No-

previous record."

Jack Waller anxious to get Nat

Jack Waller anxious to get Nat

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## N. Y. Mirror's Fix

The N. Y. Mirror, perhaps the

most reliable source of news in the

city, is now being fixed by the

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# COUNT BASIE

AND HIS ORCHESTRA

Featuring

JAMES RUSHING • JO JONES • EARLE WARREN

and

THELMA CARPENTER



## VARIETY Roxby, N. Y.

There's speed and color in the new Basie show, with Count Basie's orchestra supported by a group of great soloists in addition to the house line.

This is the first time for Basie's quartet at the Roxy and his first shot on Broadway in a long time. His band does a fine job, both in its own behalf and, surprisingly enough, behind the acts and line.

Basie handles the "his and hers" it off smoothly. He brings on first Thelma Carpenter, great vocalist, a cute item who goes over solidly with "Do Nothing." Later comes Earl Warren, light-stinned singer who does "Couldn't Sleep a Wink Last Night" and still later Jimmy Rushing, retuned blues singer, who gets one tune across for all its worth. He's a big hit.

Carol Bruce is on too a bit later, hitting a lively stride in front of Basie with "Shoo Shoo Baby." Basie forms an entertaining combination of jump music and commercial production, all well done.

Wood

## ROXY THEATRE

(FOUR SMASH WEEKS)

FIRST WEEK — \$102,000

Thanks to A. J. BALABAN, IRVING LESSER, SAM RAUSCH, GAE FOSTER, ARTHUR KNORR, and PAUL ASH of the ROXY Theatre and to NAT KALCHEIM of the Wm. Morris Agency.

## KATE SMITH HOUR

(EVERY FRIDAY NIGHT)

CBS COAST TO COAST—8 to 9 P. M., EWT

Thanks to KATE SMITH and TED COLLINS.

## The Billboard Kate Smith Show

(CBS, Friday, 8-9 p.m.)

This program, which in the past has successfully sent hopeful talent into the big money, showcased Count Basie, who is already there in the name department, as a solo artist of top-notch caliber.

Basie guested with a piano performance, away from his current duties of leading his band at the Roxy Theatre. As a pioneer exponent of boogie-woogie and the finer art of jazzology, the maestro dashed off Kansas City, Rpm and Blues people, which had form, size, melody and wide versatility. He lent good contrast to the smooth proceedings and it was good programming on a stage like this. Basie should extend his own activities as a soloist, much as Buny Goodman did. Lou Franklin.

AND TO YOU  
**WILLARD  
ALEXANDER,**  
THANKS  
FOR  
EVERYTHING!

## RE-OPENING HOTEL LINCOLN

THURSDAY, APRIL 6th

Thanks to MARIA KRAMER.

Personal Management: MILTON EBBINS



Direction: WILLIAM MORRIS AGENCY, Inc.

APR 12/44

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VOL. 154 No. 5

# WETS TO CURB WILLIAMS

## OWI to Let Majors Distrib Films In Occupied Lands, Says Bob Riskin

Office of War Information plans to turn over to U. S. major companies job of distributing films in occupied countries as soon as possible, similar to setup current in North Africa, and soon due in Italy with the occupation of Rome, to Robert L. Riskin, head of the overseas motion picture branch of the OWI, stated yesterday (11) upon his return from four and one-half months abroad, during which he probed operations of his unit in England, North Africa, Sicily and Italy.

Because of the lack of exchange value, money garnered by the exhibition in North Africa, Sicily and Italy of U. S. pictures are frozen and being held in escrow by the Government to be divided among the districts when economic adjustments in liberated countries are effected at a later date.

The 40 films originally chosen by the OWI for exhibition in occupied countries will be augmented shortly at Riskin's request, he declared, to take care of the great needs expected when the European invasion starts. He spent several weeks in London working with the Psychological Warfare Board of the Army, of which the OWI is a part in military areas, in the setting up of distribution facilities for U. S. film product in Europe. Maj. Arthur Lowe is expected to head this office.

Italian people, who had not seen an American or British picture in four years, are impressed with the diversion films on exhibition. OWI plans to select films which present the American way of life in a favorable light, as well as for their entertainment value, but with only a "peppering" of propaganda, although the Italian people do accept anti-propaganda pictures.

Although they prefer pix with

(Continued on page 22)

## 'Over 21,' 'OKLAHOMA' IST WARFRONT LEGITS

First legit presentations to be made under USO-Camp Shows and the Special Service auspices will be Max Gordon's "Over 21," and "The Girl's, Oklahoma." "21" will be first to go overseas, and casting and organization has already been started, while two roadies have been dispatched to "Oklahoma" country yesterday (11) at the St. James Theatre, N. Y.

The Guild, Richard Rodgers and Oscar Hammerstein II, made the "Oklahoma" show a bona fide legit by releasing performance rights without compensation, while agreeing to insure the selection of the best of both troupes. Expected that 10 or 12 actors will be selected for each troupe, with GI members taking part at the various spots. Compact, portable scenery will be shipped by the troupe and the latter will provide the foundation for the main sets with GI members being utilized whenever available.

## TURF RIDER PERMANE FORMERLY OF VAUDE

Revealed in Miami that Bobby Permaine, sensational jockey who won 15 races in three days at Tropical Park last week, started as an actor. A reporter there dubbed him the "Savior of the Saddle." Still a kid, Permaine, who started riding at Jamaica race track Monday (10), was born of humble parents in Camden, N. J.

He appeared in vaudeville and on radio here and in Australia, his father being a concertina player and comic, trumpet artist. His mother says he definitely has professional talent but prefers riding racebooks, adding that while she's disappointed at his choice, he seems to be getting top billing.

## If a Lotta Wives Had New Easter Bonnets, Here's Reason Why

While "Late With Father" (Empire, N. Y.) and "Arsenic and Old Lace" (Rialto, N. Y.) are rated the top money makers among Broadway's current shows that have multiple boxoffice "Arsenic" has paid its angels 16 times the amounts they invested, other shows with similar managerial setups have refunded hefty sums to investors. "Arsenic," by the way, made no profit distribution for March, for while the show made money, it "wasn't good to bother about." "Father" is believed to have earned several times as much as "Arsenic" and is in its fifth year.

Among other winners doing alright by their boxoffice is "Tomorrow the World" (Barrymore). Drama has made over \$100,000 to date and \$20,000 was divided among the angels last week, that representing the earnings for March. Braided was \$100,000 paid the management by Hugi Stromberg, for Ralph Bellamy's "Tomorrow" contract. Bellamy left "Tomorrow" for a Stromberg film, "Ziegfeld Follies" (Imperial), which is a limited partnership, so is paying off in goodly amounts.

## Vic Meyers Tired of '2d Fiddle,' May Go for 1st

Seattle, April 11. Vic Meyers, former band leader and drummer, but for almost 12 years doing a side job as lieutenant governor of this state, says he is "tired of playing" second fiddle and will may be throw his hat in the ring at this fall in the race for governor. "I have opponent would be Gov. Langlie," he says. These two opposed each other a couple years ago for mayor of Seattle. Langlie won.

## Distillers Back Bistros in Educational Campaign to Help Eradicate Juvenile Delinquency

### REMOVE BISTROS' ONUS

By NAT KAHN  
Sparked by the nation's more than 25,000 dispensers of liquor, including 10,000 nightclubs, the liquor industry has begun a program to help eradicate the juvenile delinquency wave in the U. S. At the same time, it would defend itself from increasing attacks of the past two years.

With their official spokesman, the Allied Liquor Industries, Inc., functioning in a survey to determine what actually are the causes of juvenile delinquency, the liquor industry is emphasizing that it's all a

(Continued on page 16)

## Red Dust, Dog Actor, Dies After Poison Dose; Bob Williams Retires

Chicago, April 11. Bob Williams was forced to retire from the Chicago theatre bill and show business last Saturday (8) following the death of Red Dust, dog, that has been the main cog of his act for many years. Animal got mixed up with some rat poison and, although a veterinarian worked over all night, he died.

Williams had never trained another dog to replace Red Dust, so he is without an act. He was getting \$12,500 at the Chicago and was just beginning the second week of a two-week run when the accident happened.

## JOE HAZEN, WB V.P., RESIGNING THIS MONTH

Joseph H. Hazen, Warner Bros. vice president, is resigning from the company within the month. His plans are held, although it may evolve into an independent film production deal.

Hazen has been with WB over 10 years. As a legalist he was the company's prime Washington contact, as well as labor relations expert and kindred legislative matters. Incidentally, Hazen's long-looked-for company the Hazen-Hazen Co. of three, consisting of H. B. Wallis and A. M. Schwachauer, departures from WB. The latter's job at Vitaphone, Inc., and manager of exclusive operations, shifted to International Pictures last week.

## COAST GUARD REVUE'S 13 WEEKS OF VAUDE

"Tars and Sparks," Coast Guard revue, reviewed in that issue, will play a 13-week string of deluge vaudeville houses in the north. Financial arrangements for these dates call for a salary equaling only the cost of its production. Transportation -- and housing for the 65-people troupe. It is due into the N. Y. Strand May 8. Prior to the N. Y. booking the show plays Jacksonville, Fla.; Warner Bros' Park, Philadelphia; and Stanley, Pittsburgh, and is also booked into Loews, Capitol, Washington, D. C., Cleveland, Chicago, et al. Show carries a line of girls enlisted in the CG; plus Victor Mature, for whom new material is being written before it comes north.

## Actors Draw Up Petition To World-Telly, Protest Tirade vs. Annabella

A petition addressed to Roy Howard, publisher of the New York Telegram, and Lee B. Wood, executive editor, has been circulating among Broadway stars protesting the recent "tirade" of the sheet's drama critic, Burton Rascoe, against Annabella for her performance in "Jacobowsky and the Colonel." Currently at the Beck Theatre, Reviewer quipped that actress who was replaced the Theatre Guild would have a flop on its hands. The play has been playing to standing ovations since opening. Rascoe also stated in his opinion, that the French actress made him ill. She dispatched him a bottle of castor-oil with regrets.

Understood that the petition has not been sent to the World-Telly, but may be dropped, although it's said to contain around 100 signatures. The protest briefly sets forth the opinion of the actors that the "Jacobowsky" notice was unworthy of the daily and not in conformity with "newspaper ethics." Matter was brought up at a recent Equity council meeting, where the opinion was expressed.

(Continued on page 22)

## Freedom of Air Basis Of J. Steel's News Stim

Not having any product to sell in the new season, Elmer Underwood, president of the National Council of America, of Johannes Steel, WCPA (N. Y.), news commentator, will plug the labor relations expert and the right of radio commentators to air unrecorded material. Opening announcement will emphasize fact that Steel's commentary is unrecorded and that sponsor believes that all commentators should work under such conditions.

Sponsor takes over the session on Monday (17).

Romantic aspects of television—the "infant industry, great future, unequalled audience response" blizzards and kindred facts, undeniably are responsible for today's hoopla and publicity, but the guy who's going to pay the bills, the hard-headed business man, doesn't go for that romantic angle.

He wants to know how much television is going to cost him to advertise his products. But he can't find anybody to give him the answer to the \$60,000,000 question.

The scepticism seems to forget one very important fact and that is that most national advertisers are doing pretty well right now with the mediums and, what is more important, audiences and, what is more important, they have a pretty good line of how much this coverage costs in terms of \$8 per 1,000-consumers.

How much per 1,000 is late advertisement going to run, television is really getting rolling on a wide coverage basis? Present day commercial tele is being seen directly in reverse of how much this coverage costs in terms of \$8 per 1,000-consumers.

Rate Cards Unknow Quantity No estimate of late network rate cards can be made, naturally, until these who late shape and costs of releases, co-axial cables, equipment, personnel, etc., become a reality. But it's obvious that, the expense of hooking up nets, regional or national, for relaying of wide-band sight and sound signals will run well ahead of present-day phone wire hookup.

At least, that's what the network, cast, directors, camera, grip, prop.

(Continued on page 22)

## SOUNDPIX 'PEEP SHOWS' ARMY CAMP BONANZA

Chicago, April 4. A new type of show has sprung up in several locations and in nearby base and army camps. It's called "Soundpix" play. It has been conservatively estimated, by vending machine distributors, that the round 600 of the shows are in operation throughout the country. Idea originated on the Coast.

Operators have taken used Panoram 3-minute film machines, and added them into the vending machine units. Unlike the operation of the original Panoram machine, where everyone in the room could see the picture, the conversion gimmick allows only the customer to view from the machine, although he can hear the sounds. Some shrewd subjects are buying used on the machines, according to the locations.







# Zukor Predicts Worldwide Prosperity, International Good-Will for Pictures

By ROY CHARTER

The immediate future and the post-war era are viewed as a highly optimistic light by Adolph Zukor, chairman of the board of Paramount, not only so far as pictures, his first love, are concerned but also with respect to the development of television. It is his opinion, which in any way will interfere with other branches of show business.

Mr. Zukor, who resigned in January, 7 and is very active in administrative and other affairs of the company he founded in 1912, then Famous Players, envisages a post-war popularity for pictures (and one that will last) which will create an ever-widening market for this type of entertainment. He points, with pride, to the international progress that has been made by the film industry over the years and the fact that the means of distribution has gradually increased in appeal in all parts of the world.

Throughout the world, the Paramount chairman states, the increase in patronage has reached around 100 per cent in recent years. He believes that the educational type of picture which is now being produced, and which he emphasizes importance in this direction, whether for adults or for school purposes. In his editorial opinion, the educational type of picture will become an important part of recycling life, as well as a medium of entertainment.

## Foreign

The Paramount executive predicted that the industry will cooperate and aid foreign countries in increasing the output of pictures, a product, possibly even in a financial way in addition to "giving them the benefit of our own experience of the last 40 years." This, in turn, should help to establish important and over-riding good relations between the U. S. and the countries into which American-made film is imported. It is believed, since it is Zukor's opinion, cooperation and even possibly financial aid will be of great benefit to all.

While there have been varying opinions among industry leaders with respect to the possibility of a glutted foreign market once war is won, the pioneering Mr. Zukor does not regard it as such. He has built up during wartime, more still will remain only a certain percentage of pictures which will be acceptable to foreign countries and which may be distributed profitably. This picture will vary over a given season, but if film suitable for foreign sale would run 60 to 65% of the producer's output, the figure would be very high.

# METRO WON'T SCRAP 'EM NOW TIL AFTER 23 YRS.

Metro plans to extend the life of its prints an additional six months. Instead of junking celluloid after two years, prints will be withdrawn after two and one-half years.

Strong demand for repeat bookings of Metro pictures more than two years old led to the decision.

# 'Holiday' Bows to Hayride

Hollywood, April 11.—Metro will release "Mexican Holiday" under a new title, as a result of a lawsuit between Louis B. Mayer, chief of the Culver City, and Al Todd, proprietor of the Broadway show, "Mexican Hayride."

Todd convinced Mayer that the picture of the two films would confuse the film public.

# Bob Rubin Ailing

Robert Rubin, Metro legal counsel, is to be moved from his home.

Scheduled to leave for Atlantic City, he is believed to have been postponed, due to poor health.

# Cowdin's Anti-New Deal Blast in Temple U. Talk

Philadelphia, April 11.—A blast against the New Deal in general and the Securities & Exchange Commission in particular was issued by J. Clever Cowdin, chairman of University Pictures, 1818 Market.

Speaking before the Temple University Institute on Tax Policies, Cowdin branded the SEC as "one of the greatest dangers to American business."

# Break For Show Biz 4-Fs Over 26

Washington, April 11.—Last weekend developments in the manpower situation opened the door to radio and film production to hire radio talent.

It was pointed out that the industry, and also gave a temporary leave on private life to men over 26, but men under that age are to be claimed out faster than ever by the draft boards.

A joint recommendation by Major Gen. Lewis B. Hatcher, head of Selective Service, and War Manpower Administration, is to allow the 4-F group to avoid any possible labor draft, for their category by being used in essential activities.

# JAS. CAGNEY RUSHING TO HIS AILING MOTHER

James Cagney, due in N. Y. momentarily from a three-month USO-Castro show overseas, today is expected to forego several guest star radio program appearances to rush to the Coast to the bedside of his mother, who is ill.

Joe Shea, Cagney Productions executive, will leave Plymouth hospital, where he is recovering, next week after a one-month stay following an operation to relieve congested bowels.

He will be required to take a rest for several weeks after leaving the hospital.

# Chaplin Studios Rent Space for First Time

For the first time in its history, the Chaplin studio is renting space to an outside company. Monogram, for the production of "Three of a Kind," is coming with Billy Gilbert, Maxie Rodeo and Shemp Howard in two spots.

Monogram is so jammed with production that it had to go outside for studio space.

# Lesser's Indist Distrib

Seymour R. Lesser, eastern representative for Sol Lesser, last week was giving in Cleveland, Pictures and Commonwealth Pictures, word of the production rights of "That Unlucky Fellow."

Lesser's Indist. rights are not included in transaction.

# BIGGER OPPORTIS THAN FROM RADIO?

Despite the dazzle of box office records skyrocketing on a wave of wartime spending, exhibitors throughout the country are uneasy over the swift approach of television, which is indicated in the equipment plans of major film companies and leading U. S. corporations such as American Telephone and Telegraph, Radio Corp. of America, etc.

While heavy investments in b.b. glasses are expected only at the beginning of widespread use of home television (has happened with radio), fears are expressed in the trade that the novelty of home television may keep customers away at a time when there may also be a general dip in spending. Such a development, it is contended, would spell the difference between profit and loss for independent exhibitors and, under adverse conditions, might eliminate some operators altogether.

Analyzing television in relation to radio, which in the end did not affect the growth of exhibitor opinion, is that the new medium will prove far more potent opposition than radio because it has both eyes and ear appeal.

Lost in a maze of technical jargon about such matters as cathode ray tubes, antennae, FM bands, kilocycles, channels, frequencies, wave lengths, etc., exhibitors and some operators nonetheless see formidable opposition from the new medium. Competing at that of the television medium is matched against the theatre scene so statistical arguments aren't radio and television, but the fact that television will hurt picture house business an indeterminate length of time, if film production is not made available for television, and (Continued on page 10)

# Films' If-Money Rights for Tele

Film companies buying screen rights to literary properties are making deals providing for first-run television rights at the open market price which may prevail 10 years later.

Contract stipulations do not bind sellers to the company buying the screen rights but give the film company the right to purchase the film rights in years to come if the studio is willing to meet the price offered by any other producer.

# 'TUGBOAT ANNIE' SERIES SLATED FOR PIX RETURN

Hollywood, April 11.—Tales of "Tugboat Annie" are coming back to the screen through the purchase of 21 stories by James S. Burnett, who will produce two more stories for a minor release, announced. Marjorie Rameau and Charles Winnings are slated to play the roles, former and latter Marie Dressler and Wallace Berry. Burnett bought the yarns from the author, "Tugboat Annie," and Warner, holder of the film rights.

# RKO's Salary OK's

RKO last week got approval from the War Labor Board and the U. S. Supreme Court, but no other salary increases. Increases affected people earning from \$55 weekly to \$74.00 annually.

Applications were filed in February.

# Hobson's Choice—M-G

Laurea Z. Hobson, author of current picture "The House of Wax," has been signed to a Metro writing contract.

She is to write the Coast picture to be her first assignment.

# Zanuck and Mayer Bidding For Hal Wallis; Latter Due in N.Y. Fri.

# Mayer Wants Hellman For Tolstoy Pic Chore

Louis B. Mayer is dickering with Lillian Hellman to go to England for several months to write the screen script for Tolstoy's "War and Peace," which Sir Alexander Korda plans to produce.

Mayer and Lily Messenger, Metro studio consultant, arrived in N. Y. from Hollywood over the past week-end.

# Goldwyn Reissue Deal Falls Thru

Hollywood, April 11.—Deal for reissue by Harry Poptin and Freddie Stein of 32 Samuel Goldwyn pictures, previously released through United Artists, has gone on rocks as result of Goldwyn's refusal to take any chance of losses incurred by individual pictures in group. Goldwyn was reported favorable to the reissue plan two months ago, when Poptin and Stein worked out details of plan in New York with James Mulvey, U. A. and distribution chief for Goldwyn.

Deal called for advance of \$350,000 to cover overall group of 32 pictures on signing of contract, with further substantial advances as each picture was released for reissue. Poptin and Stein were required to supply prints and advertising, arrange distribution and split grosses with Goldwyn. Advances had been recouped. When they shifted back to Hollywood to clinch deal, Goldwyn told them he was not interested in any losses they might sustain on individual pictures, which might not gross enough to cover advances. He would not stand for bulking grosses to total advances before splitting profits.

# 'SNOW WHITE' MAY GET ANOTHER \$1,500,000

"Snow White and the Seven Dwarfs," first released Dec. 29, 1937, is putting Walt Disney back on his feet again. Now released some six years since it was first shown, the picture is topping the grosses recorded first time around by a wide margin. On basis of returns already in, "Snow White" now looks likely to hit \$1,500,000 or better in film rentals in the domestic market.

Higher theatre scans now prevailing throughout the U. S. are a factor in the terrific grosses being rolled up. Another reason, of course, is that there is a ready-made new audience in the new generation of kids who have grown up since the picture was last shown.

# Battling Earl Flynn (Again) Vs. Dan Topping

Hollywood, April 11.—Earl Flynn was slapped by Capt. Dan Topping Saturday night (8) in a one-punch fight at latter's home. Actor and several celebs had attended party, but all had quit with exception of Flynn, who remained to talk with Topping and his wife, Sonja Henie. Topping, a marine officer, took exception to something Flynn said and slapped him.

# SCHAEFER'S PRE-WAR PIC

George J. Schaefer, who now maintains a private office in the Paramount building, 30 E. 42nd, is negotiating for the distribution of "Outpost Unknown," traveling time picture made prior to war.

He is discussing a deal with an independent company for the distribution of the picture.

Bids for Hal Wallis from David F. Zanuck and Louis B. Mayer figure most prominently in any step which the producer may take following settlement of his contract with Warners. While Wallis has not yet negotiated any new deal and, according to stand news, is still under contract to Warners, his attorney, still considers himself under contract to Warners until a settlement is made. But at Metro studios currently busy the inside track on a potential deal with Wallis.

According to sources close to Wallis, however, he has not entered into a deal with any studio as yet and avoids an adjustment of his pact with Warners. Whether he will sell another deal before a settlement of his WB contract is made or hold on such step until settlement is effected, has not been determined.

Wallis, it is understood, would prefer to head his own independent unit in any deal which he may make, but Warners has been slow to get the post returned to take on independent producers on such a basis. Such a deal would be a big step.

# Wallis' Bungalow?

Hollywood, April 11.—Big Binghamton whoopsies, who will inherit Hal Wallis' de luxe bungalow, formerly built for Marjorie Williams when she was on the WB lot.

It rates as the most desirable layout on the lot, to the delight of Wallis' writers, directors, et al, practically involved in his many maneuvers.

In general working conditions.

proposal was turned down by 20th Century-Fox, who would like to see Metro such a move would set a precedent which the Culver City lot has been reluctant to follow. No financial backing should he set up his own production unit.

Meanwhile, while he has not yet straightened out with United Artists is not being altogether dissatisfied with the situation in the conditions which would be available to him at either the 20th or Metro lot.

William Goetz (International), incidentally, was talking a deal with Wallis at about the same time that he was in New York.

(Continued on page 38)

# VARIETY

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# The longest line

*Check off the hits...*

✓  
**The SONG of BERNADETTE**

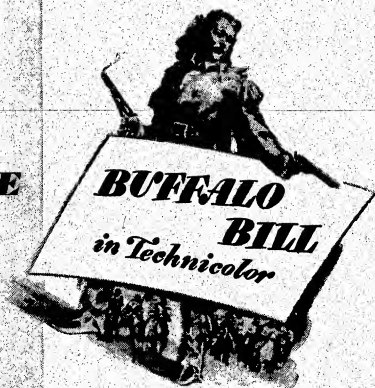
✓  
**THE PURPLE HEART**

✓  
**JANE EYRE**

✓  
**LIFEBOAT**

✓  
**THE SULLIVANS**

✓  
**THE LODGER**



# of hits in history

*... and for the future*

—the 5 most sensational  
properties on current lists of  
**BEST-SELLING BOOKS...**



## **A TREE GROWS IN BROOKLYN**

by Betty Smith

The Number One Best Seller all over America!



## **A BELL FOR ADANO**

by John Hersey

On every best-selling list since publication date!



## **THUNDERHEAD**

by Mary O'Hara

Book of the Month ... sequel to "My Friend Flicka"!



## **DRAGONWYCK**

by Anya Seton

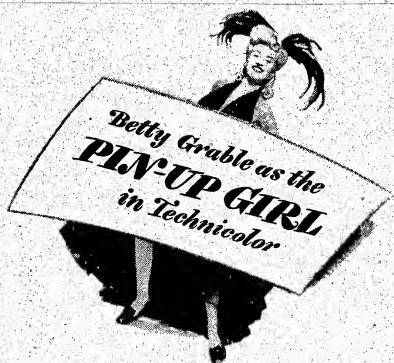
375,000 already sold including book club!



## **THE GAY ILLITERATE**

by Louella O. Parsons

The autobiography of Hollywood's  
most popular columnist!



all from **20th**

*Century Fox*

THE INDUSTRY'S PROUDEST OFFERING "THE MEMPHIS BELLE"  
TECHNICOLOR SAGA OF OUR AIR HEROES. BOOK IT NOW!



# Philly Court Throws Out Goldman Anti-Trust Suit Vs. Warners, Et Al.

Philadelphia, April 11. U. S. District Court Judge William Kirkpatrick on St. (6) dismissed the suit for \$1,350,000 triple damages filed by William Goldman Theatres, Inc. against Warner Bros. three of its affiliates and eight distributors. Goldman had brought the suit 16 months ago in behalf of the Philadelphia onetime legist he had under lease, claiming he had suffered actual loss of \$450,000 as a result of the refusal of the defendant distributors to supply the house with first-run films. He had asked triple damages under the Sherman and Clayton anti-trust acts. Goldman had also asked for an injunction requiring the defendants to put him on an equal basis as Warner-operated theatres.

Judge Kirkpatrick, in a 17-page opinion, held that Goldman failed to show any restraint in interstate commerce, only based on such case to be tried in Federal court.

The judge declared that the Warners "paid a reasonable consideration" in the exhibition of first-run pictures in the Philadelphia area. Kirkpatrick said there was no evidence that the 12 defendants made any concerted agreement in an effort to drive Goldman out of business.

The court said that the objective of the separate contracts between the Warners made with each of the producers was intended to give Warners the right to first-run features over any other exhibitors in Philadelphia.

The court agreed that the Briarley could not be operated in competition with Warner houses unless it had equal access to the same, but said that it was Warners had a monopoly it was only local and had no effect on interstate commerce.

The court also held that Goldman failed to prove his contention that the blockbooking system resulted in "overbuying and dissipation" of product.

"Were In Position" The court concluded that Warners and the other defendants were in a position to illegally restrain in interstate trade in the future through the contracts which give Warners practically the complete control of exhibiting first runs. However, he said, there was no evidence of any such violations now and there would have to be before the Sherman law applied.

Defendants in the case were Warner Bros. Pictures, Inc. and its affiliates, Vitaphone, Stanley Co. of America, and Warners Circuit Management Corp.; Loew's, Paramount, RKO, 30th St., Columbia, Universal and United Artists.

Goldman, besides operating the Briarley which has been taken except for occasional special attractions, owns the Karlton and Keith's, both formerly part of the Warner chain. Goldman is a corporate manager for the Stanley-Warner Company here. It is believed that Goldman, through his attorney, William A. Gray, will file an appeal.

## BOXOFFICE BANDIT GIVEN 10-20 YEARS

Pittsburgh, April 11. George Plies, 30-year-old theatre bandit, has been sentenced to 10 to 20 years in prison for his role in the Harris-Liberty theatre in February. Plies was on parole at the time from a previous conviction for a boxoffice robbery. Judge John J. Kennedy pronounced sentence following a behavior clinic examination.

Plies admitted four other theatre robberies and also admitted viciously terrorizing cashiers at the old Alvin, the Regent and the Art Cinema.

## Clearance, Pooling Too Much Double-Talk To This Conn. Court

New Haven, April 11. Testimony in the Prefect Theatre Corp. \$5,450,000 conspiracy suit involving film distributors ended for the week last Thursday (6) on a note of judicial confusion when Judge Carroll C. Hinks of the U. S. District court stated that proceedings were just too much double-talk to him.

Incident occurred when evidence was introduced purporting to show that Skouras Theatre Corp. in Long Beach had entered into pooling agreements with Century Theatres, Inc., of that territory. Hinks said he couldn't see the connection between pooling agreements on Long Beach and Hinks' case, which is in Connecticut. Prefect suit is based on claim distributors conspired to give Prefect's Pickwick theatre in Greenwich the bad end of clearance involving Port Chester and Stamford, Conn. Judge Hinks called the plaintiff and defendant counsel to explain the situation to the jury which undoubtedly was even more baffled than he.

Third week's action of trial included boiling down of a deposition of a 100-page deposition from Universal v. John J. O'Connor.

Clarence D. Lowe, now affiliated with Skouras, who served as secretary-treasurer of Prefect from 1935 to 1944, testified that in 1937 when Prefect made a net profit of \$342 were made exceeding that profit by \$342 were made.

Harold E. Newcomb, RKO accountant, testified that the Pickwick, operated at a loss of \$58,077 in the period from August 1930, to February, 1933. This testimony was given in response to a Pickwick was a red ink proposition before Prefect took it over.

Testimony resumed today (Tuesday), with 11-member jury, one hour having been excused due to illness.

## SCG'S VIDEO, REISSUE AND OTHER DEMANDS

Hollywood, April 11. Screen Cartoonists Guild, in addition to asking 30% take on all issues and television, has requested checkoff system for collection of dues and asked negotiations with producers to be conducted between 7 and 10 p.m. Monday, Wednesday and Friday so that membership can be present at discussions. William Forman, SCG business representative, stated members would not be allowed to take part, but matters could be speeded up by the resulting what was happening and being able to agree negotiating immediately.

If proposal accepted it will be first time in labor history that a union has been permitted to sit in on negotiations.

## Joan Blondell Returns To Pix In 20th's 'Tree'

Hollywood, April 11. Joan Blondell, busy on stage lately in "The Naked Genius" and "Such Good Friends" who was turning to the screen in the role of Aunt Susy in "A Tree Grows in Brooklyn" at 20th-Fox.

Filming starts next month with Louis Lorkin producing and Ella Kazan directing.

## Ed Golden's RKO Deal Set for 'Master Race'

Edward A. Golden, RKO's new financing for his next picture "The Master Race," to be released through RKO. Golden, under lease, was finally asked, after long negotiation, while Golden was in New York City, to return to Hollywood for lower cost, figured in the deal.

## NORD CORNELL

Starring in "Blossom Time" Currently on Tour: Critics everywhere are saying— "impressive lastings." Mr. Murdoch, Chicago Sun. "Nord Cornell is inposant Count Scharrinoff." Herb Whitaker, Gazette, Montreal. "Nord Cornell displayed a most convincing stage performance." Jackson Press. Now Appearing at the Blackstone Theatre Chicago

## 'King of Kings' Easter Revival

Albany, April 11. The "King of Kings," 17-year-old Cecil B. De Mille film, said to have been shown to more people than any picture ever made, was exhibited in 50 of the country's principal cities, during only New York failed. The success of the National King of Kings Committee. In the Albany area, Dr. Wilbur Clements, general secretary of the State Council of Protestant Churches and member of the national committee, spotted the picture in Madison and Delaware, WB houses at the Community, Fabian theatre in New York City, and in the Kingdom. Five hundred were turned away Good Thursday afternoon at the Delaware, and 700 Good Friday afternoon. Attendance at morning screenings in the Madison was capacity approximately 1,200. Adults and children comprised the audience. While no admission was charged, a collection was taken up.

Warners, Fabian and Rede gave free use of their theatres. Operators and standards were paid. The picture, in which H. B. Warner plays Christ, with Joseph Schildkraut and May Robson among the stars, is a silent to which a musical score has been added. The prints are new.

## BOOTH FIRE CAUSES DAMAGE OF \$140,000

St. Louis, April 11. Fire, believed to have started in defective wiring in the projection booth of the Wellston, an indie near in Wellston, St. Louis County, last night, resulted in the destruction of the entire building at a loss estimated at \$140,000. Several stores on the ground floor of the building suffered heavy loss due to water. The blaze, covered at 7 a.m., was fanned by a high wind and belted the fire apparatus reached the scene the fire was burning was alone.

Apparatus from St. Louis, Pine Lawn, University City and St. John's arrived, but being in the community, the blaze was out of control. Fought the blaze for several hours before bringing it under control. May Robson among the stars burst into flames and firemen were called back. John Caporal, prez of the Actors' Union, who was in the house, said the structure was valued at \$115,000, and projection booth was destroyed. Estimated loss \$25,000 were destroyed. One fireman suffered injuries when the roof of the building on which he was standing collapsed.

The Wellston, located in the heart of a business district just west of St. Louis city limits, is one of the oldest in the county and enjoyed large biz.

## Bacher's 'Illiterate' Chores

Hollywood, April 11. William Bacher draws the producer chore on "The Gay Illegitimate," based on the autobiography of Lola O. Parsons. Shooting starts early in July, from a script by Ernest Grunfeld.

## Lefty's Notebook

By Joe Lauro, Jr.

Coolacres, Cal.

Dear Joe: Getting plenty of letters from old vaudeville pals and am always glad to hear from them and what they are doing. Al and Fanny Stedman are up around Boston. There were few comedians better than Fanny and few piano players better than Al. Billy Chappell writes me that, besides being editor of AGV's paper, he also plays clubs, cantenens and camps. Swell m.c. is Billy. Eddie (Blackface) Nelson is playing camp, still got his pipes, and what pipe! Sam Lewis (Lewis and Clark) a great entertainer, is still working in the vaudeville circuit. I don't mean pick him up for radio as a character. He would be great. Danny Murphy, who could roll his R's with anyone, is now feeling swell again. Eddie Girard (Girard & Donnelly) and his sister are at Idaho. I. I. Zemer remember when he did the cop and said, "Stop that funeral and let that be truck go by!" What a comic! J. Royer West is also at Idaho. I've swelled musical act was Montague and West.

Tom Waters has a cafe down Shamokin, Pa., and still tickles the ivories for the Sweet Adelines. Frank Orth (Orth & Codes) is under contract to 20th-Fox; Ann Corcoran also works in pits, while their son is an Army captain in the Aleutians and their daughter is secretary at Warners. Remember Anger Parker? Well, she does character work in pits and is going to marry Buddy Bickart's brother-in-law, Billy Walsh. Harry Aron is producer at the Earle theatre, Washington. "Skins" Miller (Miller 'n' Mack) has a place in Encino, Cal., and Buck Mack is also on the Coast. Maurice Diamond (Diamond & Chapple) is doing fine in Australia. Emily Darrell still around with her dog, Buttons. Sascha Paltov and Louise Natalie have a dancing school in Niagara Falls. Their son, a swell leader, formerly being with the Mills Trio, he's now in the Army.

The Dancing Kennedys Talking about dancing acts: Remember the Dancing Kennedys? Well, Ken Kennedy, the swell Chicago m.c., is the son of Tom and Gertrude; the other boy, Burton, is in the Army. They both met in Australia a few years ago. Ken is with the Ken's with a sister, a sister-in-law, a sister, he of the blackface and French horn, publishes a paper in Hollywood and is doing fine. Julius Tannen is in California, also doing well in pictures. Fitzgerald Vandenberg (Vanderbolt & Moore) has a big job with a large tobacco firm. Benny Roberts, Jules Lenzberg and Ben Nelson are still around, leading choruses. Janet of France has a bistro on West 52nd street, New York. She sings some singing, and she has her own soap. Al Fields (Fields & Lewis) working for a Wall street firm.

Wellington Cross (Cross & Josephine) now an executive with Elizabeth Arden Co. Rae Samuels, Sadie Burr (Burr & Lutz) Vera Michelson, Marion Harkins (Jim and Marion Harkins), Dick Hamilton, Eunice Burnham and Lilian Shaw are all housewives. Look great, too! Lillian Fitzgerald still knoolin' 'em dead at Club 88. Lillian Branne (Martin & Fabiani) is the creator of "Winnie Winkle." Johnny Birch, the man with the hat, is around, looking swell. Benahan (Snow & Benahan) is an executive with New York tailor. Fred Hillman is a songwriter, and has an opera lined up, that those Morosoni is writing books, and a lot of steps from a hooper. I. C. Nugent has a new play, "The Last of the Mohicans." Boys have bowling alley in "Staten Island." Eddie Miller (Miller & Vincent) teaches voice. Grace Deagon is out in Hollywood doing radio and pictures. Karry Norton (Norton & Fend) is a singer, and is doing a radio act, singing live in clubs and camps, and doing swell. Roger Imhof has a ranch in California... yes, still with Marcella. Bill McKenna, just over from the States, is doing a radio act, singing live in clubs and camps, and doing swell. (Hart) writing special material. Allen Stanley teaching and managing acts.

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Lefty.

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J. Cheever Cowdin was re-elected chairman of the board; Blumberg re-elected president; C. D. Putnam, v.p., general counsel; J. H. Johnson, v.p., general counsel; William A. Schuch, Joseph H. Seldeman, Clifford York, all vice-presidents; and Macdonald, vice-president and assistant secretary.

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Joe Kirk's player pact extended by Universal.

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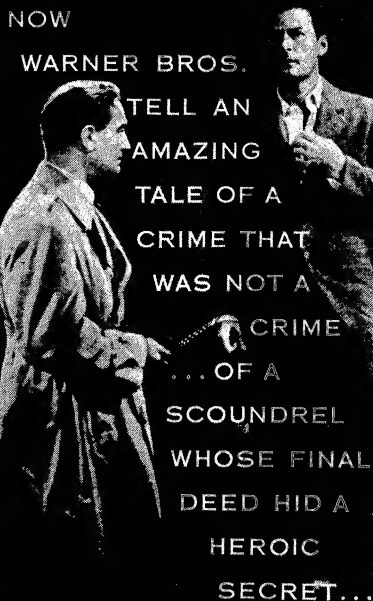
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NOW  
WARNER BROS.  
TELL AN  
AMAZING  
TALE OF A  
CRIME THAT  
WAS NOT A  
CRIME  
... OF A  
SCOUNDREL  
WHOSE FINAL  
DEED HID A  
HEROIC  
SECRET...

With

JEAN SULLIVAN

LUCILE WATSON

Directed by Raoul Walsh

Screen Play by Laszlo Vadnay and Max Brand • From  
an Original Story by Joe May and Laszlo Vadnay

JACK L. WARNER, Executive Producer

# Errol Flynn

AS 'THE MAN WITHOUT A NAME'

# Paul Lukas



AGAIN THE KIND OF ROLE THAT  
WON HIM THE ACADEMY AWARD  
IN 'WATCH ON THE RHINE'

# Uncertain Glory

Introducing  
lovely Jean Sullivan as  
Marianne, the girl who  
knew him least...  
loved him most.



Produced by Robert Buckner

From Warners  
— but certainly!

'Uncertain Glory' is  
already off to a  
beautiful beginning.  
It is having a New York  
pre-release at the Strand.  
And  
it  
is  
A Smash — but certainly!!

# Theatres' Red Cross Collections, Close to \$5,000,000, 50% of Goal

With thousands of reports yet to be tabulated, Red Cross collections for theatres so far reported in the week close to the halfway mark of \$5,000,000, the \$10,000,000 goal of the year goal. Tabulation filed last week showed \$4,000,000 reported.

Red Cross collections in the Warrenton circuit for theatres in the last week reported at approximately \$300,000, the largest amount from the circuit to date. In the Western circuit, \$250,000 last year in the Red Cross drive.

Seven Trans-Lux theatres, including four houses in New York, one in Philadelphia, one in Washington and one in Boston, collected \$143,136 for the Red Cross during the 1944 campaign. The Trans-Lux theatres collected \$104,833 last year.

Nat Wolff, executive chairman for Cleveland, has reported \$149,000 in collections from 244 theatres, with 246 houses still to be heard from in that territory. A. B. Blum, executive chairman for the Des Moines circuit, reported \$85,000 in collections from about two-thirds of the theatres in that circuit. Col. Arthur Friedman, Cincinnati, reported \$115,246, from 327 theatres, with about one-third yet to report. R. J. O'Donnell, Dallas, \$61,780, and E. V. Richards, New Orleans, \$46,292.

Rhode Island's \$32,419 in R. C. Popularity, reported by the Rhode Island Red Cross, collected \$22,180 in Rhode Island theatres, 72% of the amount reported last year, according to State Chairman Edward M. Fay.

Portland, Ore., has the \$4,485 by Strand theatre here, which was 30% jump over last year.

**Albany's OK Total**  
Collections for the Red Cross in 121 theatres of the Albany exchange district reporting up to April 6 were \$93,534—about three times the amount taken in on the last War Fund drive. Six states, Louis R. Gold, area chairman, and John J. O'Connell, manager of the Fabian circuit, The total for 11 Albany houses was \$12,534. Representatives of the Albany organizations assisted in some of the daily collections. The city also has established the Albany County fund to \$22,539.

## OW WANTS EXCHANGE PEOPLE FOR OVERSEAS

Hollywood, April 11.  
Call for film distribution men, to work on overseas posts for duration—about monthly by Civil Service has been sent out by Office of War Information here. Jobs are \$2,400 to \$4,000 annually, with living allowances.

OWI wants men who can pass physical requirements, preferably over 38, with experience in film exchange, bookings and other details of distribution.

## SAC Okays Army Airmen For 'Winged Victory' Pic

Hollywood, April 11.  
Use of soldiers in the filming of "Winged Victory" at 20th-Pix was approved by the Screen Actors Guild, with the entire stage cast. SAC members of the Army Air Corps, "geared to Hollywood for the picture."

George Coker has moved into the Westwood lot for prep work on the film version, said to start late in May.

## Lt. Murphy Killed In Airplane Crash

First Lieut. William Murphy, killed in John Murphy, assistant to John R. Vogel, Jr., was killed in an airplane accident at an Army air base at Santa Rosa, Calif., April 8.

Lt. Murphy returned from overseas last year, a holder of 50 combat missions and a veteran of the Air Medal with Four Oak Leaf Clusters and the Distinguished Flying Cross. He had been in action over Tunis, Sicily and in the first air raid over Rome.

In addition to his mother, John, he is survived by his father, four other brothers and three sisters. A brother, Paul, is the manager of Loew's Prospect theatre, Flushing.

## FREE FOR ALL' HULA ISLE SHOW, HIGH GRADE

Honolulu, April 11.  
The merging of talent and resources of USO-Camp and Honolulu Uncle Sam has produced a servicemen's show here in Hawaii that, at its core, is a mixture of Broadway caliche and, at its weakest, is still endearingly and shoulders above any other entertainment seen here since Pearl Harbor. "Free for All" is fast, audacious, funny and good-looking—USO-Camp Shows' answer to the show, and contributed female appeal and dance routines; the Army loaned the boys, and Capt. Maurice Evans, officer in charge of the Theatre Special Service Office of the Army, and Pvt. Eugene Schinger, his choice to produce, are responsible for pace and showmanship. Schaefer, 23, and his 100-odd performers, good and indications are they'll make it. A product of the Kala Theatre School, he is executive director of the Mid-Pacific Players for six years, director of dramas at Lafayette College in New Jersey, and a member of the Navy's Hawaiian production of "Macbeth" with Judith Anderson.

The book by Converse Tyler of the American Red Cross, a serious attempt at continuity, being a frame for tunes, laughs and pretty girls.

But on the whole it's a solid frame, and the theater's bewitching cast of the week's army and navy performers, in and out of military papers from a sexy play, is slick. Richard Harrison is the star, a well-known actor who has tried to open his heart, but no man has found the combination of his means and his talent to shoot himself. The lines and situation are, a natural for most of the performers. The lines and situation are, a natural for most of the performers. The lines and situation are, a natural for most of the performers.

Times by Corporal Robert Harding and Pte. Roger Adams (son of the late actor and lyricist by Converse Tyler and Lt. O. O. Evans) are bright and singing. Tops are "I Love My Boy" and "Love My Boy." "You'll Be the Death of Me," "I Love My Boy" and "Love My Boy."

## H'wood Victory Group Records 25,000th Show

Hollywood, April 11.  
Hollywood Victory Committee recorded the 25,000th live appearance of a motion picture performer in the war effort, in its report on camp and front entertainment for March. Entertainment reporter net named March checkup showed that 366 players and made 1,788 appearances in 194 events, in U. S. and overseas.

## Theatre Wing Election In N. Y. Next Week

American Theatre Wing's election for board of directors will be held Tuesday and Wednesday (18-19) at 40, 42nd St., New York. Most of the present committee have been re-nominated but three who are overseas will resign.

Among the letter are Brooks Atkinson, who is in China, and Deane Wiman is in England for the Red Cross, and Major Warren P. Davis, with the Army Air Force operational division.

## Jr. Laemmle a Civilian

Carl Laemmle, Jr., out of army service, is in Chicago, where he is being urged by the War Relocation Authority to be a civilian. A private in Signal Corps, stationed at Antioch, La., he was killed in action in 1918.

Intense resting three months at New Mexico camp to regain weight.

## Florin, Wren Going In

Seventy-two-year-old Florin, supervising for 20th-Fox, gets into the Army May 11. Jay Wren, head of nd-publicity for the Airmen circuit, Newport, reports to the Navy, May 11.

## Miniature Reviews

**"Lost Angel"** (M-G). Margaret O'Brien conveys drama, geared for substantial hit.

**"None Shall Escape"** (Col.). Searing indictment of Nazism makes for sturdy program.

**"My Best Gal"** (Songs) (Rtp). Jane Withers starlet, for the ducks.

**"Moon Over Las Vegas"** (M-G). Light comedy, good stuff handicapped by weak story. Okay for dual filler dances.

**"Hey, Rookie"** (Songs) (Rtp). Exciting film, suitable for ducks.

## Pix Advocate

## Charity Drive

Hollywood, April 11.  
Resolution urging permanent charity committee to conduct only one charity campaign each year within the motion picture industry was adopted Monday (10) by representatives of the industry participating in Red Cross appeal drive.

Plan, if approved, would cover all major charities and would be conducted in full to avoid conflict with major income tax payment period.

## 80 USO UNITS NOW TOURING OVERSEAS

With USO-Camp Shows stepping up activity overseas in readiness for the coming summer prospect, there are 28 units (137 performers) in the British Isles, with 80 units all told in various war theatres overseas.

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## The Charlotte Chushman

A Liberty ship will carry the name of Charlotte Chushman, dramatic actress of three-quarters of a century ago.

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Plan, if approved, would cover all major charities and would be conducted in full to avoid conflict with major income tax payment period.

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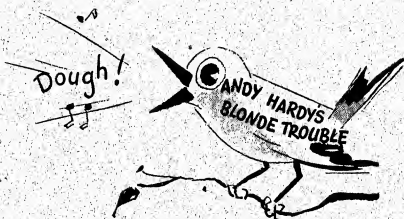
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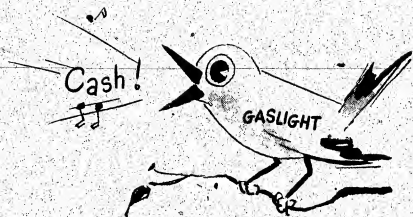
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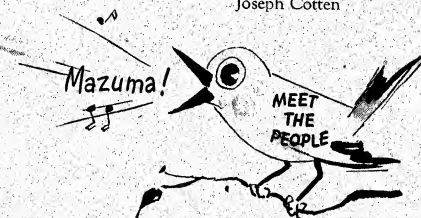
# M-G-Music!



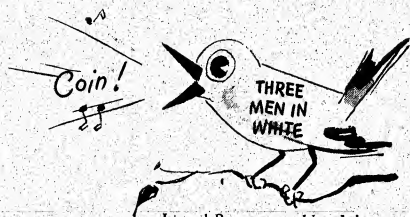
Lewis Stone, Mickey Rooney,  
Herbert Marshall, Bonita Granville



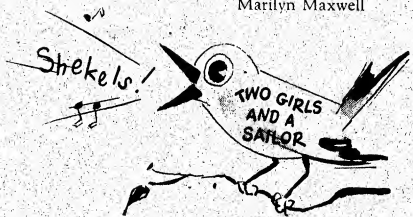
Charles Boyer, Ingrid Bergman,  
Joseph Cotten



Lucille Ball, Dick Powell



Lionel Barrymore, Van Johnson,  
Marilyn Maxwell



Van Johnson, June Allyson, Gloria  
DeHaven, Jose Iturbi, Jimmy Durante,  
Harry James, Xavier Cugat, Gracie Allen,  
Lena Horne and many more

"The industry's premiere offering 'The Memphis Belle' technicals saga of our air heroes. Book it now!"



# Lucky Seven!



© MOP

Seven years ago, in 1937, "Snow White and The Seven Dwarfs" made box-office history . . .

Today, seven years later, it is writing a sensationally brilliant box-office chapter all over again . . .

Seven years from now, in 1951, according to plans, "Snow White" again will arise to become "Fairest of them all" . . .

Seven years after that, in 1958 — but let's not carry it too far! . . . Right now let's just cash in to the limit while that Lucky Seven is hot — but burning!

WALT DISNEY'S

Full Length Feature Production

**SNOW WHITE**

and the SEVEN DWARFS

IN MULTIPLANE TECHNICOLOR

Distributed by RKO RADIO PICTURES, INC.

BOOK "THE MEMPHIS BELLE", TECHNICOLOR SAGA OF OUR AIR HEROES. IT'S THE INDUSTRY'S PROUDEST OFFERING.







# It Happened Tomorrow

*But the word  
is out it'll pay off  
TODAY!*

MOTION PICTURE DAILY: "has what it takes to command top grosses."

MOTION PICTURE HERALD: "will keep the ticket office singing a merry tune."

NEW YORK SUNDAY MIRROR: "will be remembered along with 'Dr. Jekyll and Mr. Hyde' and 'Lost Horizon'."

PLAN DAILY: "certain to please its audiences hugely."

LIBERTY: "It's a swell way to forget your troubles."

DAILY VARIETY: "sparkling with laughs."

JIMMY FISHER: "Best picture of the week."

DOROTHY KUGALERN: "A 2-ick."

SAN FRANCISCO CALL BULLETIN: "One of the best comedies to come out of Hollywood."

*that's all\*  
you need to  
know  
to make  
a lot  
of dough!*

\*That's all—except that you get it at good old United Artists!



Arnold Pressburger presents DICK POWELL • LINDA DARNELL • JACK OAKIE in RENE CLAIR'S "IT HAPPENED TOMORROW" with Edgar Kennedy • John Phillip • Sig Ruman • Directed by RENE CLAIR • Screenplay adapted by Dudley Nichols and Rene Clair • Original score composed and conducted by Robert Stolz • Produced by Arnold Pressburger • Released thru United Artists



*Please, Mr. Disney,  
We Are Rushing Those Prints!*

We are swamped with orders —

Not only for you — and the rest of the Industry

But for the ARMY, the NAVY, and the MARINES,

NEVERTHELESS

WE ARE RUSHING YOUR PRINTS

And although the negative of

SNOW WHITE and the SEVEN DWARFS

Is seven years old — the quality of these new prints

will be even better than the originals

So HAVE A HEART, WALT,

Don't rush us too fast,

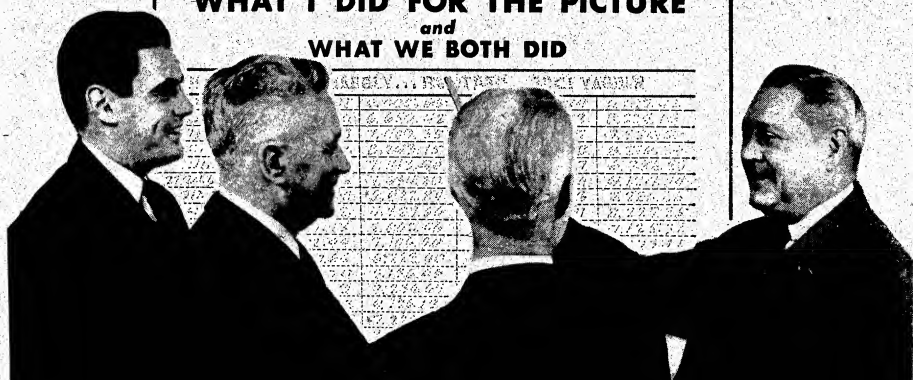
Because above everything you want

*Technicolor Quality!*

# WHAT THE PICTURE DID FOR ME

## AND

### WHAT I DID FOR THE PICTURE *and* WHAT WE BOTH DID



"I advertised it. I ballyhoo'd it. I went to town with it. And as you gentlemen can see, it paid off pretty. I do that with every picture. Big ones. Little ones. In-between ones. Now you know why this house is such a consistent big grosser. Some theatremen of my acquaintance shoot the bankroll only on the big ones. And are satisfied to break even on weaker programs. But that's bad theatre operation. Every ad campaign of this theatre is geared up to go out and gather in the town's collective eyeball and eardrum. And hand it over to that blonde ticket-seller out front. So that she can take over. We do the best possible job with every picture. And in these few words gentlemen lies the whole foundation of showmanship."



NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY

STANDARD ACCESSORIES • TRAILERS • SPECIAL ACCESSORIES





The Company That Promised You Great Grosses with LADY IN THE DARK, MIRACLE OF MORGAN'S CREEK, STANDING ROOM ONLY and THE UNINVITED Now Assures You That

*These*

Cecil B. DeMille's  
"THE STORY OF DR. W" In Technicolor

*Are*

"AND THE ANGELS SH"

*Great*

"THE HITLER GANG"

*Pictures*

"DOUBLE INDEMNITY"

THE INDUSTRY'S PROUDEST OFFERING "THE MEMPHIS BELLE" TECHNICOLOR SAGA OF OUR AIR HEROES. BOOK IT NOW!

SELL"



We'll

G"



Show



Them

Apr. 20-24



See April 15th M. P. Herald and Boxoffice  
for Schedule of Trade Showings by

Paramount









## NBC-CBS 'Hush Hush' on Television Plans Has Video Fans Guessing

Rapid burn was in evidence among television enthusiasts this week over rumor in which NBC and CBS adopted "sneak preview" attitude on the reopening of N. Y. video studios and the new preparations for resumption of live shows on regular schedule. The video vocalists took the attitude that re-entry of the two largest video links in heart-beat picture to the air presumably will be a very active basis being given a quick brush-up by NBC and CBS staffs. It is admitted that opening of NBC's test studio this week (10) and announcement that CBS is getting its video facilities in the Grand Central building ready for a live show comes, May 5, marks the most important step in television progress since Pearl Harbor.

CBS announcement of its studio reopening also was made very conservatively. But it is known that care of a large production and technical staff at the studios for what, on the surface, appears to be an ambitious video program by the net.

**Mixer's Mixer Note**  
Worthington "Tony" Miser, however, restricted his comments on what lies ahead to statements that CBS will do its best to train cameramen, engineers and production personnel so that tele programming, as close to the level of the web's pre-war performance as possible, may be resumed. CBS will continue its color-tele activities and experiments but plans only two hours a week of live programs each Friday night.

Reason for NBC and CBS conservative attitudes as reflected in their publicity presumably is desire on part of the networks to avoid creation of optimism on the home front plus the policy that, as far as materials and manpower are concerned, the armed services and war industry come first.

### Fly Hails Tele's Future

#### As NBC Studio Resumes

After a two and one-half year lay-off, NBC reopened its live television studio on Monday (10) night with world premiere of M-G-M short "Patrolling the Ether," introduced by personal appearance of James L. Fly, chairman of the FCC. Fly made a short speech, giving background of film, which was made with the co-operation of the Radio Intelligence Division of the FCC and plugging that outfit's work in apprehending spies using radio for transmission of their information.

Philos and General Electric picked up the telecast for relay and rebroadcast in Philadelphia and Schenectady, respectively, while Zenith in Chicago and Don Lee in Hollywood telecast simultaneously via 16 mm. slings.

### Carol Irwin Takes Over

#### For Woody Klose at Y&R

Carol Irwin resumes directorship of daytime radio at Young & Rubicam this week, replacing Woody Klose, who left to take over active management of his upstate New York dairy farm. She had previously held the same position but had relinquished it to become an account exec at the same agency.

Miss Irwin was previously with CBS.

#### WOODSON'S DUAL

William Woodson, currently appearing in the Broadway revival of "Othello," has taken over the role of Edwin Lorimer in the CBS serial, "This Life is Mine."

He replaces Byron McGrath, who was drafted by the Army.



M-G-M's 2 Minutes and a Half completed  
New CAMEL PROGRAM, Friday  
10 p.m. EST  
Nat. LOU CLAYTON

## 'People's Theatre' Via Radio Aim of Hopkins In Play Series on NBC

Object of the new "Arthur Hopkins Presents" hour-long series of re-enactment of Broadway plays to start on NBC next Wednesday (10) at 11:30 p.m. will be to establish a "people's theatre with a wide repertoire," the vet legit producer stated Monday (10).

Clarence L. Menner, NBC v.s. in charge of programs, pointed out that radio execs believe the listening habits of audiences have changed toward a lengthening of the radio day, and thus the larger late-night audience will be further built up by presentation of the Hopkins series. Hopkin stated that radio offers a solution to the problem of a "theatre" for the masses, something not able to be realized on Broadway or the hinterlands because of the high price of seats, and a solution toward a "wide repertoire," which has been lacking because of production costs and the price of top talent.

## 'Assignment' Repeat Added 25 Stations

Unusual interest manifests countrywide in the repeat broadcast of "Assignment U. S. A." last week (4) on the NBC "Words At War" program resulted in an 25-station pickup.

Previously the series had been carried by 37 stations. The "Assignment" repeat, banned by the web affiliates in Boston and Mobile, where conditions were attacked in the Richard McDonough script, was given unusual pre-broadcast buildup and promotion by the network.

**Schenectady**—Gail Mason, ex-member of vaude team of Mason and Shaw, has joined announcing staff of WSNY.

## Sen. White Favors Fewer Stations, Lifting of Ceiling on Stations' Power

Washington, April 11.

Senator Wallace H. White, Jr., co-author of the famed White-Wheeler bill to amend the Federal Communications Act, believes the lid should be taken off the power of broadcast stations and thinks there may be too many broadcasters in the country today, he told "Variety."

The Maine Republican, who has played a part in the drafting of all Federal radio legislation to date, still hopes to settle his disagreement with Senator Burton K. Wheeler so that a new bill can be offered to Congress in the near future. They've had a number of conferences, but are still wide apart, although White thinks they are now getting closer together in their ideas of what the final draft of the bill should contain.

"I would like to see," he said, "no limit on the power of the broadcast stations. I think this would be better for the listening public throughout

the country. When the big city stations switch to FM, as many of them are expected to, it will mean a reduction of power which will cut down programs for the rural audiences. Perhaps the new bill should take the present 50,000 watt limit off. The nation will need a number of very large and powerful stations which can be heard over great areas to give the rural sections the kind of reception they should have. There is, however, nothing on this matter in the bill now.

"I also consider the possibility that we have too many stations in the United States. I think our people would have better service with fewer. If we cut the number in half and had about 400 stations I feel there would be better service to the listening audiences, including those in rural sections. Unfortunately, however, this would automatically raise the value of a frequency, which would be bad."

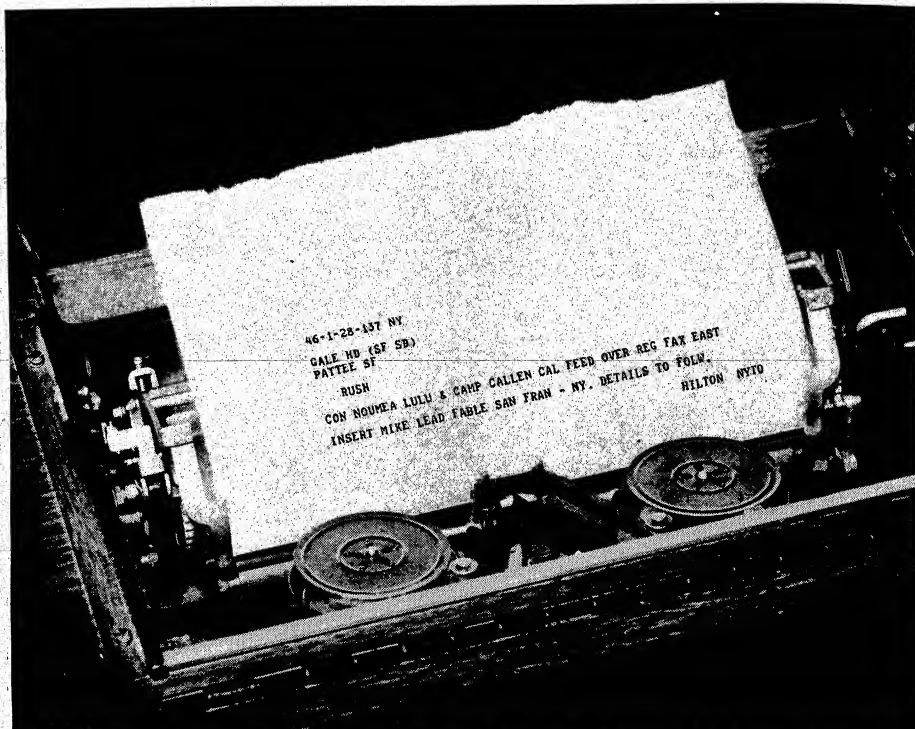
seasons change, but...

**THE MOVE TO  
MUTUAL  
CONTINUES...**

**"GREEN VALLEY, U.S.A."**  
the weekly half-hour sponsored by  
**EMERSON RADIO & PHONOGRAPH CO.**  
Sundays starting February 21,  
through Wm. H. Weintraub & Co., Inc.

**"WIDE HORIZONS"**  
the weekly half-hour sponsored by  
**BOOTS AIRCRAFT NUT CORPORATION**  
Sundays starting February 27,  
through Cecil & Presnig, Inc.

**"JACK BERCH AND HIS BOYS"**  
the five-a-week quarter-hour sponsored by  
**THE KELLOGG COMPANY**  
expanding to the full Mutual Network April 3,  
through Keynon & Eckhardt, Inc.



## Double talk? No—trouble talk

Or rather the kind of talk that helps NBC avoid trouble.

Daily, hundreds of these telegraphic messages, abbreviated into lingo unfathomable to all but the initiated, are handled by the NBC department known as Traffic.

Traffic's teletypes clatter night and day in piling up a staggering total of messages . . . enough to meet the daily telegraphic requirements of a city as large as Schenectady, N. Y., or Trenton, N. J.

75,000 messages a month . . . ordering, improving, testing, renting, buying facilities . . . grinding out a daily mass of operations, business and program details.

Yes, every "fax" and "fable" is checked

and double-checked before a program goes on NBC—whether it's a routine studio broadcast from NY, Chi, or San Fran or a pick-up from Algiers, Noumea or "lulu."

What's all this got to do with selling products and good will by radio? A lot.

Traffic's messages mold the network into a smoothness of presentation which would be impossible without all this advance planning and attention to detail.

\* \* \*

It's the grand total of all these "little things" which has taught advertisers and listeners alike that they can rely on NBC . . . help give NBC its leadership and popularity . . . help make NBC *the Network Most People Listen to Most.*

**TRAFFIC'S CODE:** CON (correction), NOUMEA (Pacific pick-up point), LULU (Honolulu), CAMP CALLEN CAL (Camp Callen, Calif.), FEED (send), REG (regular), FAX (facilities), MIKE LEAD (one-way circuit), FABLE (high-grade leased wire).

They all tune to the

# National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America



# Kaye's 'Serenade' Snares Sponsor After 2 Years

Sunny Kaye's "Sunday Serenade," which has been riding NBC and Blue sustaining for more than two years, will be sponsored by Tangee Liptak, manufacturer beginning May 7 on full Blue net. The show, which features ballad music and poetry read by Kaye, has been moved three or four times during the time it has been on the air, and has a rating of approximately 7. It was involved in sponsorship negotiations several times, but all fell through.

Kaye is currently on a theatre tour, working his way back from California. This trip moved him from the Old Gold show (CBS, Wed., 7 p. m.) now occupied by Frankie Carter's band and Allan Jones. Warner & Ledger is the agency on the Tangee account.

## Scale Hike Refused, Minn. AFM Threatens KSTP With Strike Call

Minneapolis, April 11. American Federation of Musicians' local served a strike threat on radio station KSTP last week following its refusal to up its scale to \$53 a week for 15 hours for the 12 to 13 men comprising the studio orchestra. Unless the station alters its stand, the musicians will walk out according to Stanley Ballard, union's business agent.

## SONG ON SUSTAINER STILL MEANS CASH

Previous finding by New York Federal Court that radio performance of a copyrighted song on a sustaining show, even though no direct revenue is derived therefrom, is a copyright infringement was upheld by the Circuit Court of Appeals on Friday (7).

Decision affirmed ruling that awarded damages and costs of \$278,828 to Associated Music Publishers, Inc., against Debs Memorial Radio Fund, Inc. operators of WED, N. Y., and Henry Greenfield, station manager. Song involved was "Petite Suite Escale" by R. E. Arbo.

## Peterson Vice Chaplin on NBC World Roundup

Overseas assignment for W. W. Chaplin brings Elmer Peterson in as commentator on the daily WBAF-NBC 8 a. m. world news roundup starting Monday (17). Chaplin also had been doing a 10-minute interpretive stint on the network following the 6 p. m. five-minute newscasts every day.

This period will be converted into a 15-minute review prepared by NBC newscast members and broadcast by a regular announcer. Eyle Van, who took over the 11 p. m. WBAF news slot formerly handled by George Putnam, reportedly is in line for the new 6 p. m. series.

## Hecht's 'Bedevilled' For 'Words at War'

Ben Hecht's "Guide for the Bedevilled" is being adapted for radio by Larry Monk, of the NBC script staff, and is scheduled for early presentation on the "Words at War" Tuesday night program. Hecht tomes deals with anti-semitism and persecution of minority groups.

Overseas for USO Since Jan. '43—Now Touring British Isles

FRED LIGHTNER  
Dir., PHIL COSCIA

## QUAKER OATS STARTS FULL YEAR IN JUNE

Chicago, April 11. Quaker Oats Company, Chicago, has signed with the Blue Network for the 1944 to 1945 a. m. (CWT), five-minute period following the Libby, McNeil & Libby "True Story" program, effective June 18. Contract is for 13 weeks, through the Sherman K. Ellis agency here. Program has not yet been chosen. Program will be heard Monday through Fridays over the full Blue web.

## Kelly's Moves Into Blue Thursday Spot

"Kelly's Courtroom," dramatization of mystery stories with audience participation angle, will become regular Blue net sustainer with Thursday (13) nights 7-7:30 p. m. session. Show had previously been spotted for two broadcasts as a filler until samea seceded, "Finder's Keeper," could be readily. Latter never materialized and "Kelly's" was submitted as regular occupant. Show, produced by Alex Leftwich, Blue staff producer, will be scripted by Len Finger and Elliott Whitman. Also Blue staffers, and will feature Joseph Slopak's orch, Phil Clarke, Ann Seymour, Byrna Reaburn and Doc Rogers.

## Shows on Blue Undergo A General Reshuffling With 'Story' Sponsorship

Assumption of sponsorship by Libby, McNeil, Libby on April 17 of "My True Story" on the Blue will see a general shuffle of the net's programming structure, including addition of two new shows and dropping of two oldies. "Story" will take over the 10:15-10:40 a. m. slot which was previously occupied by "Sings," which will be dropped, and "Baby Institute," which moves into the 11:45 a. m. spot. "Living Should Be Fun," which was heard at 11:45, takes over at 1:30 p. m., replacing Ted Malone, who's going overseas as a Blue correspondent doing human interest stuff. The 10:40-10:45 a. m. spot will be filled by recorded quickies for Quaker Oats. Additional shifts call for "Little Jack Little" moving from the 3:45-4 p. m. location to 1:45-2 p. m., while a new show, "Ethel and Albert," dramatized serial, takes over the time thus vacated. "Appointment With Life," session-dealing with love and marriage problems based on case files of and featuring Dr. Valerie H. Parker, director of the Bureau of Marriage Counsel and Education of New York, will fill the 2:15-2:45 p. m. time previously occupied by "My True Story." Mark Goodson directs "Appointment." Latter drew a 4.7 last week.

## Radio Spokesmen Woo Dept. Store Admen at Cincy Conference

Cincinnati, April 11. National Retail Dry Goods Association members were wooed by radio execs here last week (6) in a pitch calculated to take advantage of the current newspaper shortage which, in many cities, is causing dailies to turn back much retail store advertising. Spokesmen for NBC, CBS and many powerful indies were on hand with Dietrich Dicks, KTRH, Sioux City, acting as co-chairman of the radio panel.

With radio garnering an estimated \$78,000,000 from retail advertisers in 1943 as compared with some \$500,000 allocated to newspapers, object of the get-together, naturally, was for broadcasters to sell their medium to the merchants and grab themselves a bigger slice of the budget.

Reaction on the part of the dry goods men was varied, with some holding that radio must do a better selling job by providing facts and statistics on coverage, audience sizes, etc., before retailers will go in for either programming on an extensive scale.

Others, however, related extremely successful results from air plugs

and predicted a growing tendency on the part of large department stores to get into radio on a permanent basis. This tendency could be furthered by a live, on-air educational campaign on the part of radio. B. Lewis Poole, publicity chief of Hochschild, Kohn & Co., Baltimore, and panel co-chairman, told the delegates.

## NILA MACK'S ILLNESS FORCES CBS SHIFTS

Sudden illness of Nila Mack, CBS staff producer, has forced revamping of CBS producing setup. Miss Mack had been scheduled to take over production of "Now and Forever," CBS sustainer, from Earle McGill, with the latter producing "Mrs. Miniver" previously handled by Miss Mack. McGill's "Miniver" assignment stays, but John Dietz will fill the "Now and Forever" spot. Miss Mack's commercial chore for Cream of Wheat, "Let's Pretend," is temporarily being handled by Richard Sandgold.

Miss Mack suffered a heart attack on Sunday (9) and was taken to St. Y. & Co. Sanatorium for observation.

## HOW TO "SHOOT" PICTURES

Tent show audiences stood up and cheered when Deadey Dick binged out an Indian-head with 87 shots.

Roughly speaking, the latest improvement in Dick's rapid-fire technique is known as television. Of course, television is somewhat less noisy. And—need we add—somewhat more accurate.

Television's "gun"—the DuMont Cathode Ray Tube—shoots its bullets with incredible rapidity—and it shoots billions of them, not just 87. These bullets are electrons, electrons which are simply infinitesimal pieces of the picture being televised.

The magical DuMont gun... a truly revolutionary achievement... television in its full glory!

This achievement will mean much in your life as soon as the war's over and production for peace begins. Then you will see all that you now hear.

The time is night. We are ready. DuMont Television. Radio sets for your home represent television at its most advanced stage... the truest, clearest kind of instantaneous image reproduction.

You've waited a long time for television. Accept nothing less than DuMont quality.



Allen B. DuMont, television pioneer, who developed the famous "gun that shoots perfect pictures," the DuMont Cathode Ray Tube. This spectacular picture (now at use done with other DuMont electronic achievements) has been a revelation in its television's long march from a laboratory curiosity to a new world's sensations.

**DU MONT** Precision Electronics and Television  
Allen B. DuMont Laboratories, Inc., General Offices and Main Plant, 1 Main Ave., Passaic, N.J. Television Studios and Sales W.2XWP, 315 Madison Ave., New York 22, N.Y.



# ALLAN JONES

*Singing Star Of*

**RADIO • SCREEN • STAGE**

Currently Headlining at  
**LOEW'S STATE, New York**

Booked for 2 Weeks  
(Opened April 6th)



Starring on the  
**OLD GOLD PROGRAM**  
Wednesdays at 8-8:30 p.m. EWT  
CBS—Coast-to-Coast

Pictures

**A. & S. LYONS**

Radio

**LOUIS SHURR  
JULES ZIEGLER**

# OWI, CIAA's 27 DXers to Service Globe; New 'Meter' to Aid Reception

Washington, April 11. With five new short wave transmitters scheduled to be in operation shortly, OWI and CIAA will soon be operating 27 DXers to all parts of the globe, as contrasted with 14 less than two years ago.

New wrinkle to improve reception is a "signal strength meter," now being tested in Guatemala, which records variations in reception on a graph, thereby making possible quick and scientific adjustments. "Meter" will be set up in eight other parts of Latin America for the benefit of CIAA, so that nine in all will be operating.

Pride of the CIAA and OWI is the United Network in France, consisting of five leased DX stations—KGEI, KWID, KWT, KWT and KWT. Time has been divided between the two agencies, with OWI programming the Far East, Europe and Asia, and CIAA handling Latin America. All broadcasts are in English and are designed primarily for American servicemen all over the world.

Net serves up to the boys what is modestly described as "the finest short wave radio fare in existence." Backlogs of these shows are the Army Special Services programs, averaging six a day, and all prepared transcripts of the top network shows. Remainder of the shows are domestic commercial jobs without the commercial charges, except that CIAA also cuts in with news and commentary for Latin America.

## Net Drops Arch Ward Till Fall, WGN Holds On

Chicago, April 11. Although the Arch Ward Sports show goes off the Mutual network tomorrow night (12) after 26 weeks, the show will continue over Station WGN for the summer, in order to hold the services of Ward for a time next fall. At that time the program will again be heard over a national network.

Show, which has been broadcast on Wednesdays from 9:15 to 9:30 p.m. (CWPT) over MBS will be heard over WGN from 9 to 9:15 p.m. effective April 18. New 13-week contract went through the U. S. Advertising Company local office.

## WENR's Sole 'Fame' Rights

Chicago, April 11. After airing the Radio Hall of Fame program for three weeks, after it was officially switched to WENR, the show has been withdrawn from WCFM at the request of Blue Cross.

WCFM, rather than drop the program which had built up listeners, continued to broadcast on a no-pay basis. However, Keith Higgins, Blue v.p. in charge of station relations, felt that a precedent for free broadcasting should not be established, and asked that show not be carried by WCFM under the circumstances. WCFM has replaced Hall of Fame with recorded operatic music.

## TIGHT TIME CUES DROP IN PREMIUMS

Chicago, April 11. 'Although elaborate mailing pieces prepared by the networks for their affiliate stations are being used as much as in prewar days, actual dealer time discounts are again becoming a thing of the past. A checkup with advertising agencies here last week revealed a 50 to 75% decline in this type of merchandise.

Advertising executives attribute the decline mainly to the fact that in the past, networks, in order to sell an account, promised this extra feature of advertising. Now that time is so tight they feel it unnecessary to give premiums in order to clinch an account and this type of promotional work has fallen by the wayside. Other reasons given are the paper shortage and lack of manpower in the agencies to prepare such pieces.

## Dr. Goldsmith, GE's on Tele

New York television beagles had a full schedule Thursday (10), with Dr. Alfred N. Goldsmith spotlighted at a Radio Executives Club luncheon meeting and Dr. Walter R. G. Baker, G. E. v.p., leading a delegation from Schenectady to explain the company's post-war television program.

Video programming on a network scale in the not too distant future was prophesied at the G.E. luncheon by J. D. McLean, of the electronics division, who pointed out advantages of point-to-point relays in setting up such webs. Use of coaxial cables also remained part of the picture, he said. He put on view a new type of disk-lens tube developed by G.E., which the company claims will utilize its historic unexplored facilities in extreme high-frequency channels.

Dr. Goldsmith outlined a comprehensive picture of tele today and tomorrow and did a "Dr. I. Q." in response to questions prepared in advance by his audience.

## Shift James West From DFB, H'wood, to Chi

Chicago, April 11. James West, who has been manager of the Danmore, Fitzgerald and Sample Hollywood office, is being transferred to the Chicago office, effective May 15 and will be assigned to the radio department.

## Denby Hope, Pepsodent At Odds on Contract

Hollywood, April 11. Reports that Bob Hope has been at odds lately with his sponsor, Pepsodent, are denied by Sammy Saphier, who handles the comedian for radio. His contract is being adjusted amicably. Saphier pointing out that only issue involved is the raising of current pay for air time, in accordance with contract.

Last year Hope signed a seven-year contract with Pepsodent on a package basis of \$15,000 a week.

Albany—Harry L. Goldman, sales manager of WOKO and WABY, passed a physical at local induction center last week. So did Glen Rand, program manager of WOKO and baseball broadcaster.

# Gen. Stillwell Series to Describe Operations in China-Burma Zone

## Nabisco Bays WOR Time For Tro Harper News

Four Tro Harper newscasts a week on WOR, N.Y., have been bought by the National Biscuit Co., marking the firm's entrance into the metropolitan spot picture on a major station. McCann, Erickson is the agency.

Contract for 52 weeks covers 15-minute periods at 11 a.m. Tues., Thurs. and Sat. and at 12:45 p.m. Sunday. First Nabisco chore for Harper was yesterday (11).

## SHEPHERD VICE SHELBY AT MCCANN-ERICKSON

Chicago, April 11. William E. Shepherd has been appointed acting radio director of the McCann-Erickson local branch temporarily, succeeding James Shelby, former radio chief who has joined the U. S. Marine. Shepherd has been with the agency a year, having previously been director of patents and shows for the Chicago Park District.

Shelby, who entrained for the San Diego Marine base today (Tues.), was tendaged a farewell luncheon last week by fellow employees.

New recorded show "Yanks in the Orient" designed to publicize the operations in the China, Burma, India theatre of operations has been commissioned by Lt. General James Stillwell, commanding general of American forces in that area, and will be aired over the Blue Network for 13 weeks starting Sunday (16), 11:15-11:30 p.m.

Airer will give nutshell picture of what's being done in that theatre and will be produced under direction of Col. Mason Wright, public relations officer for Stillwell and formerly chief of the pictorial division of the War Department. Lt. Col. Paul Jones, formerly with the Don Lee-Mutual chain, is the producer while 20 Lt. Bert Parks, former CBS man, handles the announcing with 1st Lt. Fintz Parr, who scripted the show, on CBS, doing the writing. The latter duo were both with the radio branch of the bureau of public relations before being transferred to the Orient.

## Gleason Returns

Ralph Gleason, ex-CBS publicity staffer, has resigned his OWI job in London, and has returned to this country.

Gleason had been abroad about a year, and was stationed in Portugal prior to London.

**"You hit it-- Joe"**

WINNING LAYOUT—Judges awarded the First Prize for this layout in "Eye Catchers" competition, announced in Advertising Age. Award was made to Joe Gauthier of the Brantom Company, Chicago.

**BE SURE YOU GET COVERAGE**

WHERE IT'S NEEDED MOST

THE IMPORTANT PART OF ANY MARKET IS THE PRIMARY AREA. CINCINNATI IS NO EXCEPTION.

COVER CINCINNATI FIRST BY USING THE STATION THAT REACHES LARGEST AUDIENCE AT LOWEST COST.

**WCPO**  
CINCINNATI'S NEWS STATION

WCPO is under the same sound management policy as WNOX, Knoxville, Tenn.; and WMPX, Memphis, Tenn.

REPRESENTED BY THE BRANTOM CO.

**WCPO**  
CINCINNATI'S NEWS STATION

**HOW ABOUT YOUR TAX!**

Have your OWN personal ACCOUNTANT and TAX CONSULTANT at a very low monthly fee. I will take care of all your TAX problems throughout the year including estimates and regular tax returns—FEDERAL and STATE. Free Consultation.

JAMES W. COX  
831 St. Johns Place, Brooklyn 16, N. Y. PR. 4-6507

**KLZ WEELANS**  
Director

KLZ Weelans has directed KLZ music for more than 3 years. He has received his musical education at Geneva College and Rutgers University. He is a thorough musician, an accomplished pianist, and sings organ and contralto as well.

**Making Music Count With The Listeners Who Count**

WHEN KLZ music is in the air in the Denver region, it is equal to or better than the high standards which listeners have come to expect from the networks. Music is the fulfills job and interest of KLZ's music director. Many a station has built its reputation on the air total of its music. This constant high quality of KLZ music has established KLZ in the highest favor of the listeners who count in the Denver-Rocky Mountain region.

**KLZ DENVER**  
CBS - 560 Kc.

Affiliated in Management with the Oklahoma Publishing Company and WFO, Oklahoma City

Represented by THE KATZ AGENCY

**D'ARTEGA**  
AND HIS  
ALL GIRL ORCHESTRA  
APRIL 15  
COCA-COLA  
PROGRAM

Personal Management  
ERNEST LIEBMAN  
1440 Broadway, New York  
Directed by William Morris Agency

**ALLAN JONES, FRANKIE CARLE'S ORCH.**  
With: Fred Barber, Marcia Dale, Betty Housley  
Producer: Murray Holland  
20 Mins.; Wed., 8 p. m.  
**OLD GOLD CROCK**  
WABC-CBS, New York  
(Thompson)

Old Gold uses its formula of presenting a service veteran each show, one better than the previous, beginning with the program, group interviews with GIs virtually from foxholes. Via a showpiece booklet, a half-dozen. Age-by-looks of unknown pre-program identity, are given the opportunity to relay their feelings to the U. S. and possibly home, and the cadets should also prove a dial-puller.

Old Gold doesn't drop its former formula of eluding a retained GI overseas as protection in the event of abrupt interruption, but prevent the possible pickup. However, using both doesn't consume too much time. Overseas portion this show was brief. It seemed the same soldier item from too studio, and it might be wise to forego the first and shorten the cast.

Allan Jones and Frankie Carle's new band handle the musical portion. Jones takes three opportunities, "I Love My Country, Be Brave," with Marcia Dale, her only showing, and "Gonna Make It" and Carle two, which is a fair opportunity. But Carle's showing on the organ was of a sort that should rate him more time. He did "Hollywood Struggles" best, wisely leaving his hand's flexibility by performing

it in two tempi: then a fine, colorful arrangement of "Pomp and Circumstance." His commercial potentialities were clearly outlined. Picking Jones, Carle, Red Barber, whose commercials are smooth and neatly delivered, the overseas pickup and the service man's item and all into a half-hour sets to lead the time so that nobody gets lost. The operator had listenable wood.

**"PICK AND PAT TIME"**  
With: Dick Clark, Mary Small, Vincent Lopez's Orch. Bruce Hayes, Fred Barber  
Producer: Ed Wolfe Associates  
20 Mins.; Tues., 8:30-9 p. m.  
**HELLO, WATSON**  
WOR-Metrol, New York  
(Wolfe)

Comparatively modest budgeted with Pick and Pat Time, "Pick and Pat Time" is a general, over the colored comics represented in the title. In only for this time segment because of its general over all variety effectiveness.

The comics, formerly known as "Molasses," in January, have a standard variety date's day for the mid-Atlantic type of audience the sponsor is a popularity contest for a musical genre, is notable for the real life of Mary Small's solo. Though she could have used something more recent, like "Pomp and Circumstance" when caught. Vincent Lopez's piano and Bruce Hayes' miter bar, singing Lopez, is a comedian and a little subject for buildup. He has the voice and the thro to win female listeners. Kohn.

**"ATLAS' PRAGER SPORTSREEL"**  
With: Stan Terkel  
Writer: Stan Terkel  
Director: J. J. Wagner  
10 Mins.; Mon. to Fri., 6:05-6:15 p. m.  
**ATLAS' HERVING CO.**  
WGN, Chicago  
(McGregor)

This fast 10 minutes of sport reporting gets started with the sound of a voice (not long) who announces to fight announcer Layton and the sound of crowds cheering. Last minute two results are given first, then a gimmick called the Atlas Prager predictor. (Prager) using a microphone (dotted mikes) picks the winning horse teams of the day. Prager is the best and one at the end, but sponsor gets complete product identification throughout the

**"OVERTURE TO A NERVOUS BREAKDOWN"**  
With: Frank Bradley, Mary Sittell, La Verne Martin, Frances Reichart, Bertalan Cohen, Henry Veles  
Producer-director: Frank Laundy  
4 Mins.; Thurs., March 29, 1:15 p. m.  
**WNYC, New York**

This is second of series explained by Henry Veles, an educational program originated from the Board of Education studio in Brooklyn Tech high school.

Through narrative and flashback fragment scenes, pointed to trials and tribulations of a director in developing a new production.

At a radio director has suffered a nervous collapse with his medical aid, through the controlling cause. Through act-out ravings by director and support cast, it develops that after overacting his ineptness and hurdling many obstacles to set his show, program cancelled at the 11th hour because of a Presidential decree that being allotted his time on the network. It all makes for good, hilarious entertainment, which suits well for the new series.

Frank Bradley did okay in the vichy director. La Verne Martin was adequate as the medic. La Verne Martin was adequate as the medic. Script was compact and directed in smooth, even tempo.

**"ON THE MARK"**  
With: Ted Husing  
15 Mins.; Thurs., 4:15-5:30 p. m.  
**WABC-CBS, New York**

Long acknowledged as one of the most accomplished sports broadcasters Ted Husing is no novice either in the gentle art of athletic prognostication. Having once spent out on a limb and predicted (correctly) the winning horse in Kentucky Derby.

Husing is, however, the author's art in his new sports roundup series which air around March 30. In a word, this first of Husing's weekly clubhouse is a success.

In his characteristic brief and informal mikes approach, spicer ran through the sport's round with ease and authority, pausing long enough to delve on the high spots of each of his drawn-and-invisible subjects.

show by labeling the features such as the "Atlas' Prager Predictor," "Atlas' Prager Postman," and "Atlas' Prager Parlor." Terkel has a crisp delivery which makes the well-written script interesting. Morg.

## Television Review

**"HERE'S CLICK"**  
With: Danial Walker, Annabella, Lt. Conard, Jack Dempsey, Mickey Walker, Mary & Harger, Gerhard Frenkel  
Writer-producer: Ray Nelson  
Compass: Ken Miller, Lu Spoon  
4 Mins.; Thurs. (12) 8:15 p. m.  
**CLICK MAGAZINE**  
WXXV, Dubuque, N. Y.  
(Charles M. Stern)

Producer Ray Nelson clicked for Click on the one and only first-minute 45-minute production featured by excellent camera work. Mickey Walker, who, more than anything else, is going to be reading what he reads on the air on a dollar and cent basis. Entire show was piloted by N. S. Daly. Newsquips Dan Walker arrived before a backdrop portraying cover of the mag's May issue from which video variety show was culled.

Most unfortunate was the fact that Nelson's best turn, the first turn of Mary & Harger, from the Pierre hotel and "Early to Bed" failed to open the show because of other commitments. Backed by the piano of Sam Medoff, the ballroom team flashed some fine plounging in the studio space. Camille came, the grace and skill of the pair to perfection with fadeouts and blendings hitting the mark. Return more the dancers in zeanty attitude to demonstrate athletic effort required by routine could just as well have been eliminated.

Encores interviews with Annabella, Jack Dempsey and Mickey Walker were held short and entertained. Novelty bits included tall tales from the Stratosphere Club in a dancing party skit, a statue of him demonstrating sports. Kay Carroll, vestro just back from Mexico and chirper Naomi Stevens, ditto. Show closed with Dan Walker interviewing Max Weinberg, Brooklyn bartender, who explained his superlative technique of adding \$17.50 War Bonds at one buck off.

Out of the apron Camille came Melopara baritone Gerhard Frenkel for a "Barber of Seville" excerpt—close but too long. Down.

## Followup Comment

Evidence that the Blue net henceforth wants to chart a course along the straight and narrow non-controversial path dropped up on Sunday night's (9) "Listen, the Women" program when one of the female guests proceeded on a verbal assault of Rep. Clare Luce, with Janet Flanner, who encores the program, giving it a quick brushoff.

Helen Hayes presented a warm, sincere and completely credible heroine in Ben Hecht's pointed story of love and faith, "Miracle in the Rain," on the Silver Theatre program on CBS Sunday (9). Her portrayal was notable for its charm, naturalness and utter perfection. Her portrayal was from an Easter story of a girl and a soldier who meet in a doorway during a downpour.

"Guess Who" quiz show featuring Peter Donald as question asker, moved from its former Wednesday evening spot to Saturdays at 7 p. m.

On Mutual last week (8), took on a fresh coating of better material and a livelier joviality, and with the aid of guitar Jack Haley, scored an entertaining boulev.

Original script by Arch Oboler took over the spotlight on the Bon-ait Colman show Tuesday (11) instead of the usual adaptation. Prompted by the Lenten holidays, Oboler peddled a moving script based on the Bible as a connecting link between the past, present and future.

"Land of the Lost," once-weekly series of half-hour dramatic stories heard on the Blue Saturdays at 11:30 a. m., is geared for mopey audiences and as such is top-flight entertainment. Cast and musical background tonight.

Reach the ACTIVE SALT LAKE MARKET



## CREATIVE FORCE

With Producers, Musical Directors, Home Economists, Staff Writers, News Editors, and Publicity Dept. make WTAG a BIG station in a BIG market.

**WTAG**  
WORCESTER

A HIT with his Voice!

SUNNY SKYLAR

Singing -

TO MILLIONS, FROM MAINE TO CALIFORNIA—

CLARK CANDY PROGRAM

SUNDAYS 5-5:30 P.M. EWT

WIZ-BLUE (Coast-to-Coast)

SONGS BY SUNNY SKYLAR

EVERY DAY 3:15-3:30 P.M. EWT

WOR-MUTUAL (Coast-to-Coast)

AND NOW COMING UP

NEW HALF HOUR SHOW

(STARTING APRIL 15th)

WATURDAYS 3:30-4 P.M. EWT

WOR-MUTUAL (Coast-to-Coast)

A HIT with his Pen!

SUNNY SKYLAR

Composing -

HIT TUNES ALL AMERICA HIMS—

JUST A LITTLE BIT SOUTH OF NORTH CAROLINA

MOVE IT OVER

BESAME MUCHO

AND NOW COMING UP!

AMOR

OPENING TONIGHT APRIL 12th!!!!

LA MARTINIQUE

MANAGEMENT-COUNSEL: GOLDFORD, MIRENBURG and VALLON RKO BLDG. • RADIO CITY • NEW YORK

General

AMUSEMENT CORPORATION

NEW YORK CHICAGO HOLLYWOOD CINCINNATI LOS ANGELES

83.9%

of WSAI's

contracts are RENEWED contracts!

WSAI

MEMBER OF THE CRENSHAW CORPORATION CINCINNATI 2, OHIO

Through WTAG's NBC STATION

S. S. FOX, President

W. E. WAGSTAFF, Com. Mgr.

JOHN BLAIR & Co. National Representative





## 'Don't Sweetheart Me' Authors Beef To Hill on 'Hit Parade' Brushoff

George Washington Hill, president of American Tobacco, is the subject of another songwriter beef concerning the spotting of a song on the Lucky Strike Hit Parade.

Writers of "Don't Sweetheart Me" (Clyde Friend-Charles Tobias) have dispatched several sharp complaints to Hill over what they term the mis-handling of their tune on the program. "Sweetheart" has for several weeks hovered around the third and fourth positions in sheet sales and coin machine popularity, and it's asserted to be consistently high in radio plugs. "Hit Parade" has cited the melody only once, jumping it from nowhere recently to seventh place; it subsequently bobbed right of the program and hasn't appeared since, which the writers claim isn't accurate.

Peter Whitehead, former Florida area band leader, gets a medical discharge from the Army next week and intends organizing a band. He's been at Hailston hospital, Staten Island, after being injured over Sicily. He's a 1st Lieut., a bomber pilot.

### Geo. Bornstein Quits R. & N. Music Printery

With prospects that Irving Berlin may strike a deal with Saul Bornstein for a split-up of Berlin, Inc., George Bornstein, the latter's brother, has withdrawn from Radom & Neidort, music printers. This firm handled all Berlin work until recently, when Berlin personally gave it to Schirmer.

The brother had been associated with R. & N. the past 10 years on a shareholder's participation.

### 'Had Way' Tops in Eng.

"If I Had My Way," standard melody being revived in this country by Robbins (Columbia) is releasing a pre-ban Kate Smith recording in the U. S. and has topped the charts in England.

It has sold close to 300,000 copies over there so far, published by Dash-Connelly.

### 10 Best Song Sellers

(Week Ending April 8)  
Love, Love, Love.....Sanity  
Don't Sweetheart Me Advanced  
River of Roses.....Shapiro  
Mairzy Doots.....Miller  
San Fernando.....Morris  
I Love You.....Chappell  
Besame Mucho.....Melodylane  
When They Ask.....Berlin  
Wish I Could Hide.....Shapiro  
Poinciana.....Marks

## Pubs Eased By Paper Status Quo

War Production Board advised the commercial printing industry recently that there will probably be no further cut in paper allotments for the second quarter of this year. This relieves the music business, which has been operating on only a portion of 1941 consumption and was fearful of an extended cut due to the acute paper situation.

Publishers have also been bothered lately by the inability of printers, ruined by Government work, to fill orders.

## Inside Stuff—Orchestras-Music

"Strip Slips Hip" one of the Dan Shapiro-Milton Pascal-Paul Charig ditties in the new Dave Wolper musical, "Follow the Girls," is predicated on "Variety" phraseology. *Margie Hart had a lot on the bell, So did Gypsy Rose Lee. Just ask who uses the Queen of them all. And they'll tell you immediately.*

The chorus starts off, "Strip is hip and customers flock; new kind of bump is boxoffice sock." Another couplet: "Strip slips hip with plenty of bell, Girdle could be anatomy prof."

June 30 ends the Irving Berlin, Inc. fiscal year and it's reasonably certain that Saul H. Bornstein and Berlin will have parted their 25-year business partnership by then. Berlin, now overseas, has upped his bid to almost \$500,000 to buy out Bornstein and finally effect their schism. Bornstein, in turn, is reported looking ahead to a fresh catalog for his own business, which will probably be concentrated into the ABC Music Corp., and Berlin, Inc., of course, would revert as a title to the songman.

Clarence Hutterich's suit against Glen Gray was not settled for the original \$7,000 he was offered for his stock in the Casa Loma band; it's claimed by his attorney. It was reported last week that the musician had settled for that amount. Musicians are said to have taken \$8,230 to drop his \$100,000 damage and accounting action against the leader and his manager, R. C. (Cork) O'Keefe. Even the confidential reasons for the squashing of the action vary, as told by attorneys for both sides.

The recent N. Y. appellate decision, in Gen Music and Denton & Haskins vs. ASCAP, is a major setback for the Society in one grave respect. It makes every corporation, which is represented by a board member, responsible for the acts of ASCAP. There can be no appeal therefrom, hence the issues will have to be fought out at actual trial.

Dean's Harry Sosnik, who doubles as musical director for "Hildagard's," "Beat the Band" radio show, now commutes from N. Y. to St. L., instead of Chi, since the chanteuse's shift to the Hotel Chase. St. Louis: Still means the same Tuesday-through-Thursday line-out.

## An Open Letter To BING CROSBY

Dear Bing:

Just joined LINCOLN MUSIC as Prof. Mgr. and everything looks solid. Working on a thing called "AND SO LITTLE TIME". It's only three weeks new and most every important band's already doing it. Commercials are sneaking in fast. Case you haven't heard it yet, hear Kate Smith this Friday for a swell demonstration. I know you keep a sharp eye on the sheet. Did you see where "AND SO LITTLE TIME" is? I'd tell you . . . only modesty forbids. This may sound like song plugger's jive but I've a hunch your palsy Sinatra will be doing it on "Lucky" next week.

So long Bing. May be coming your way soon for a spot of golf. Getting a bit fed up with Spinrad's sun lamp. Until then, I remain,

As ever,

Mac Green.

P. S.—Sending THE THREE SUNS, new HIT RECORD.

## Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge matrices being done by name bands in various New York hotels. Dinner business (7-10 p.m.) not rated. Figures after name of hotel, per room capacity and cover charge. Larger amount designates weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Capacity	Cover	Total
Enni Pett	Biltmore	400	\$1-\$1.50	900 3,550
Lani McIntire	Lexington	300	75c-\$1.50	113 1,625 204,500
Jerry Wald	New Yorker	400	\$1-\$1.50	5 2,100 10,875
Frankie Carle	Pennsylvania	500	\$1-\$1.50	8 2,550 21,975
Leo Reisman	Waldorf	300	25c	7 2,500 21,675
Count Basie	Lincoln	375	\$1-\$1.50	6 1,700 7,000
Guy Lombardo	Roosevelt	400	\$1-\$1.50	27 1,850 50,575
Vaughn Monroe	Commodore	400	\$1-\$1.50	3 1,600 6,200

\* Asterisks indicate a supporting floor show. New Yorker and Biltmore have stage shows. Waldorf has Grace Fields; Lexington, Hazelton floor show.

1-3 days.

### Chicago

Neil Bonham (Mayfair Room, Blackstone hotel; 800; \$2.50 min.). Bond show with split-week of Dwight Fiske and Paul Draper did around 3,700. Carmen Cavallaro (Empire Room, Palmer House; 750; \$3-\$3.50 min.). Hildagard and Larry Adler split-week got fine 3,600. Jimmy Joy (New Walnut Room, Bismarck hotel; 455; \$1.50-\$2.50 min.). Big turnover enabled Joy to do every good 4,800. Eddie Oliver (Marine Room, Edgewater Beach hotel; 1,100; 50c and 75c cover, plus \$1.25 min.). Ott and Oliver still good draw with 5,000. George Olsen (Boulevard Room, Stevens hotel; 700; \$2.50-\$3 min.). Olsen drew well, but Holy Week (about 2,800). Teddy Powell (Fletcher Room, Sherman hotel; 950; \$1.50-\$2.50 min.). Powell played to around good 5,000, fair.

### Los Angeles

Freddie Martin (Ambassador; 900; \$1-\$1.50). Holy Week and tax axe chopped tabs to 3,900. Joe Reichman (Biltmore; 900; \$1-\$1.50). Biz slack apparent but strong possibility to nick 4,000 covers.

### Location Jobs, Not in Hotels

Gay Claridge (Cler Parke; 850; \$2-\$3.50 min.). Business tumbled with Claridge and floor show headed by Cross & Dunn. About 3,900 tabs. Bert Courtney (Blackhawk; 900; \$1-\$2.50 min.). Suffered with the rest. Around 3,900.

### (Los Angeles)

Hal McIntyre (Paladium Bldg., Hollywood, third week). Extra strong under conditions. Repeat 30,000. Horace Hertz (Trianon B., Southgate, 13th week). Pulling from other spots with more-for-money under tax setup. Good 7,000 yards. Phil Harris (Slappy Maxie's, N. Los Angeles). Joe E. Lewis last weekend. Capacity unaffected. Still 5,200.

1619 Broadway, N. Y. C. LINCOLN MUSIC

Abner Silver, Pres.

A four star song from 20th CENTURY. FOX'S ★ ★ ★ ★ picture "FOUR JILLS IN A JEEP"

# HOW BLUE THE NIGHT

Lyrics by HAROLD ADAMSON

Music by JIMMY McHUGH

ROBBINS MUSIC CORPORATION

799 SEVENTH AVENUE, N. Y. 10

JERRY JOHNSON Gen. Prof. Mgr.







# A Big (30%) Mistake

Pay-as-you-go taxation is a good idea, especially for luxury items. But if the idea is to raise revenue, the Government seeps to have missed out with the 30% bite on nitery attendance.

It must have a deleterious effect right down the line. One, it will curb spending. The \$4 nitery drinker balks at \$20 for the same, as much as will the big cafe spender who mentally figures on a \$100 tab for an evening's fun, with his party, but will object to \$12. It sends tips, etc., up proportionately.

What happens also is that the actor takes the rap the hardest on an over-all basis. Already many of the joy joints have dropped entertainment, relying only on non-dissipation music and eschewing live diversification. The key spots are no criterion; a few will always garner business regardless. But the rank-and-file must cut corners constantly.

Even the hotels are starting to dodge things. Some have cut out dinner shows, and those remaining over are given their dinner checks early, and a fresh one is issued for post-10 p.m. When the floor show resumes, hence subject to the 30% tax. Thus, any potables and edibles consumed thereafter are only taxed.

Maybe it's true that "they thought nothing of \$1 and \$1.25 a drink during Prohibition," and the wishful-thinkers may even find business not seriously dented, but more likely the lesser niteries will curtail or drop floor shows. A new jukebox is sure to come into vogue because of the 30% tax.

Theatres haven't the same vagaries. The tax, for one thing, is not as severe, at 20%, and it's uniform for all types of theatres. The niteries, "with entertainment," have an out, and many have taken it at the expense of their enterprisers by dropping the "cabaret" aspects and going into static musical diversification, sans dancing, or none at all.

One thing is certain: it's going to be even tougher to get into the straight restaurants for dinner. Hereafter the "with show" spots siphoned off a large segment who didn't mind being diverted while dining, although there are just as many who "like to eat their food straight without being interrupted by dancers or floorshows."

## N. Y. Roxy Sets Duke Ellington

Roxy theatre, N. Y., which hasn't got many name bands booked for the near future, set Duke Ellington last week. Ellington's last Broadway theatre date was at the Capitol and his move gives the theatre two top colored bands, Count Basie being under definite contract for two more dates there. Elwood Hammer recently shifted from the Cap to the Strand.

Ellington will play the Roxy following his current 26-week stay at the N. Y. Hurricane, or around the end of July. His salary hasn't been

Broadway's Youngest  
Producer-Designer  
**JOE CROSBY**  
Louise's Monte Carlo  
New York City  
Second Year

**THE THEATRES OF THE STARS**

**Marcus LOEB BOOKING AGENCY**

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LOEW BUILDING ANNEX  
100 W. 40th St., N. Y. C. 18-9999 9-7000

**J.H. LUBIN**  
GENERAL MANAGER

**JESSE KAYE**  
BOOKING MANAGER

## N. Y. AGVA Benefit

N. Y. local, American Guild of Variety Artists, will sponsor a benefit show May 21 at the 46th Street theatre, proceeds to go to its Welfare and Relief benefit fund.

Millon Berle has been named chairman of the benefit. Among those already set to appear are Zero Mostel, Carol Bruce, Berry Bros, and Mary Martin.

## Middle-Range Cafes Hit By 30%

The 30% nitery tax isn't working out for the bistros, regardless of the fact that last week (Week) and this week (Easter Week) spell two extremes.

Indications are that it will decidedly hurt the middle-range bistros. The high spots are no criterion because their prosperity stems from choice fare.

## Paterson Cafe Drops Show

The New Piccadilly, Paterson, N. J., nitery, dropped floor show this week through inability to do so. The former big drop to 30% tax.

Nitery had planned to give the tax a month's trial, but when his bill of 75% on the first week, place couldn't stand the expense.

## Buddy Lester Makes Cash Guarantees To Fulfill 2 Nitery Pacts

Comedian Buddy Lester, who ran into contract difficulties last month with the El Clubs, Baltimore, and the El Morocco, Montreal, has just signed a new agreement with the latter, guaranteeing to appear (6) with both clubs before being permitted by the American Guild of Variety Artists to open locally (12) at La Martinique, N. Y.

Lester agreed to have \$2,400 deposited with AGVA to assure his fulfilling a four-week engagement, which will be deducted from Lester's \$1,000 weekly salary at that spot until the amount is covered. Lester is under contract by them for four weeks with two four-week options at \$1,250.

## BONITA GRANVILLE ENDS 8 WKS. VAUDE FOR PIC

Bonita Granville, who closes today (12) at Capitol, N. Y., had to forego eight weeks of theatre work lined up for far in order to start work May 1 on a pic for Metro.

Miss Granville has been headlining at the Cap with Jimmy Durante.

## Clyde Beatty Headlines New Circus Outfit in L. A.

Los Angeles, April 11. Clyde Beatty-Russell Bros. Circus opened its pitch here for 24 days on a two-day basis.

"Topliner" is Beatty with an act calling for 40 animals. Show is rounded out with the usual clowns, acrobats, bareback riders and side-shows.

## Small's Fun' Now Vauder

Paul Small's variety revue, "Yours for Fun," which has been housed at the Music Box, Hollywood, during the last seven months, opens in contract at the Adams, Newark, in the first of a series of eastern engagements. Revue will be out to all four and ten minutes for its road showing.

## Vaude Back to Atlanta

Atlanta, April 11. Vaudeville returned to Atlanta Sunday (9) when Peachtree (mbo) theatre, 800-seater, unveiled 45-act show, "South Sea Strips," featuring Sammy Sweet, comedian; Chick Morland, m.c.; plus Sisters warblers; Paul Renou & Co. balancers; Cotton Watts, blackface comic; Bonita Lynn's Dancing Jewels; and the Mandarins, dance act.

Last vaudeville combo locally booked when Roxy, downtown Lucas & Jenkins theatre, darkened its stage some six months ago.

## Welansky Faces Federal Tax Raps Though in Jail On Hub Fire Tragedy

### 'Fun for Money' Unit Already Set for '45 Date

"Fun for Your Money" unit, currently at Saks Show Bar, Detroit, really doesn't have to worry about this winter's meals as it was come from.

Combs has been booked by Frederick Bros. for 12 weeks at the Clover Club, Miami, opening next Dec. 29.

### Philly Cafe Operators Organize to Combat Increasing Problems

Philadelphia, April 11. Philadelphia nitery operators, who have opposed organizing for years, have finally succumbed. With movement by state and local authorities to clean up niteries, increased taxation and other problems putting them all in the same boat, the operators started the framework of an organization.

William Hopkins, owner of Hopkins Rathskeller, was named temporary chairman. An attorney will be hired to represent the group, which is as yet unnamed. A committee will be formed to lobby in state and national legislation to try to ease burdens of cabaret owners.

### Willie Howard, Connie's Roxy Dates; Others Set

Willie Howard has been pencilled into the Roxy, N. Y., for some time in time together with Connie Howell. Accompanying him will be "Fox of St. Mark."

House has Carmen Amaya, Enric Madriguera orch, Hazel Scott and Helen Forrest set as a unit show for June date with "Pin-up Girl" on the screen.

### EXIT ICE SHOWS IN PIT

Pittsburgh, April 11. Ice shows will come out of the William Penn Hotel's Terrace Room after four months with the closing of the McGowan-Mack revue Saturday night (15).

Since middle of December town's ice act has used rink revues exclusively.

Boston, April 11. Barney Welansky, owner of the Hilltop Coconut Grove and now serving 12 to 15 years for manslaughter in connection with the holocaust, faces three federal court indictments this week charging him with evading income and liquor taxes.

Welansky, at Norfolk prison, was indicted last month on two counts of income tax evasion totalling \$17,774 from 1936 to 1941. The third indictment charges him with evasion of liquor floor taxes totalling \$2,560. Also named on income tax indictments was Otto Spiller, the club's accountant. Named on the liquor indictments was Welansky's wife, Jacob Goldfine. The indictments charge Goldfine and Welansky with removing and concealing to evade taxes, 600 cases of wines and liquors.

### JOE E. HOWARD UNIT GETS 8 MORE WEEKS

"Eight additional vaude weeks of 'Gay 90s Revue,' radio unit headed by Joe E. Howard, has been set by Bob Nisbett, of the National Radio Artists. Dates will carry the unit into June. Additional time may be added, depending on when radio commitments will permit. Unit plays Columbus, O., this week and Akron, O., next week.

Unit now can only play five days weekly under current setup, through every Monday for its Model Tobacco broadcast.

### FT. WORTH TAKEOVER

Fort Worth, April 11. Nelson Harris will take over operation of the Super Club April 13 with a new floor show and orchestra.

George and Hazel Smith, operators of the club for 18 months, will devote all their time to operation of their Casino, dine and dance spot at Lake Fort, nine miles from here.

### DON MATHIS' CONSOLIDATE SPOT

Atlanta, April 11. Don Mathis is presiding over organ (world's largest theatre organ) at Lucas & Jenkins' Fox. Big instrumental has been booked for several years now since Uncle Sam took over organist. Howie Knowles almost at beginning of draft.

I take this opportunity to express my deep appreciation to

## MR. AL FULLER

Advertising Manager Of The

PALMER HOUSE, Chicago

for his outstanding advertising campaign during my engagement here at the Empire Room.

HILDEGARDE

# Variety Bills

WEEK OF APRIL 14

Numbers in connection with bills below indicate opening day of show, whether full or sold out.

## Loew

**NEW YORK CITY**  
 (April 13)  
 Billy & Fran  
 Dick Barclay  
 Billy & Fran  
 Arthur, Phyllis  
 State (12)  
 Billy & Fran  
 Billy & Fran

## Paramount

**NEW YORK CITY**  
 (April 13)  
 Billy & Fran  
 Dick Barclay  
 Billy & Fran  
 Arthur, Phyllis  
 State (12)  
 Billy & Fran  
 Billy & Fran

## RKO

**NEW YORK CITY**  
 (April 13)  
 Billy & Fran  
 Dick Barclay  
 Billy & Fran  
 Arthur, Phyllis  
 State (12)  
 Billy & Fran  
 Billy & Fran

## BOOKING THE NATION'S LEADING INDEPENDENT VAUDEVILLE THEATRES

## EDWARD SHERMAN AGENCY

NEW YORK BEVERLY HILLS, CAL. CALIFORNIA BLDG. BLDG.

**CINCINNATI**  
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## New Acts

**CANADA LEE**  
 Songs-come-  
 8 Min.  
 State, N. Y.

Canada Lee is more at home in the drama purloin than in vaudeville, where his gifts and range are more at home. His vaudeville repertoire includes some mild comedy, banter with "Happy" Pellen but he's at his best in a dramatic monolog incorporated in "This Is Worth Fighting For," in which his force and obvious sincerity are emphasized. Bill is a strong right for democracy, and is reminiscent of at least one speech in "Katie's Son," in which Lee was started.

Lee has undoubted audience appeal and both his entrance and exit were well accorded. He requires more suitable material, however.

**KIM MAGLAIN**  
 8 Min.  
 Hotel Belmont-Plaza, N. Y.

Chinese prestidigitator is well up on his legerdemain. Working with smoothness and dexterity, he shows off his divers sleight-of-hand tricks with deceptive skill. Dismaying one stunt, however, is wakened could be discarded for at least one day.

Otherwise, he is strong, right down the line and builds to a climax. Kim's pretty Chinese assistant is a vital aid.

**PETER CHAN SONG**  
 8 Min.  
 Hotel Belmont-Plaza, N. Y.

Chan is a fair singer with a propensity for duet takes between Chan and Chan. Chan's "Hello, Hello," he mixes in an accord solo to augment his act.

Chan's act is strong, right down the line and builds to a climax. Chan's pretty Chinese assistant is a vital aid.

**THE HERZOGS**  
 15 Min.  
 State, N. Y.

Troupe of five girls, one working as an audience plant, utilizes three girls in going through comedy. Girls are attractive and adept at acrobatic and dexterous team work. "Hello, Hello," he mixes in an accord solo to augment his act.

Chan's act is strong, right down the line and builds to a climax. Chan's pretty Chinese assistant is a vital aid.

**BEATRICE FUNG OYE**  
 Songs  
 8 Min.  
 State, N. Y.

Stella, sturdily costumed and with plenty of s.s. sings some songs and goes over effectively in "This Is Worth Fighting For." Walls is scheduled to arrive in New York from the Coast on Friday (14).

Walls, U.S. Exes Exes Hollywood, April 11.

Hal Walls heads for New York today (11). Right he will meet his attorney, Lloyd Wright, who has been shaping his act. Walls is scheduled to arrive in New York from the Coast on Friday (14).

## Cabaret Bills

## NEW YORK CITY

**Agnes**  
 (April 13)  
 Billy & Fran  
 Dick Barclay  
 Billy & Fran  
 Arthur, Phyllis  
 State (12)  
 Billy & Fran  
 Billy & Fran

**Agnes**  
 (April 13)  
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 Dick Barclay  
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 Billy & Fran  
 Arthur, Phyllis  
 State





## Chicken Every Sunday

[illegible]

son has been brutally envenomed by a hit laugh-show. Although opening night opinion was mixed, "Chicken B.O." was evident long before the final curtain. Laugh show also shapes up as equally diverting for pix.

Epstein comedy, adapted from the Rosemary Taylor novel, inevitably bears comparison with "You Can Take It With You," building glibly

blatantly second-act curtain-bedian. Entire action centers in living room of Arizona boarding house in 1914. Spouse of easygoing gay venture capitalist numerous, unproductive ventures that always fall short of putting family on easy street. That's where the spouse runs a boarding house.

Through three acts there's a steady bombardment of insanity, though some of it is in the form of a madcap, motley, bizarre boarding house crew. Tone of the comedy is paced by the outspoken bawdiness of an old prospector, with the fabulous character running the gamut from a prудistic polite Bostonian to an inebriated galesman of an ex-vaudeville troupe. The madcap boarding house crew brings into action a pixie, a dame, and a 24-hour monopoly on the one bathtub; a prim, schoolmarm who

The dialog is invariably funnier than the situations themselves, with most of the laugh lines arising from the primitive urge. There's a considerable letdown in the third act, which is punctuated by serio-dramatic glimpses out of synch with the

The large cast is uniformly top-notch, with Mary Philips and Rhys Williams in particularly ably leading the three-ring circus. Diana Rigg, Jean Gillespie, Ann Thomas and Katherine Squire are among the others who stand out.

Lester Vail rates a nod for a well-balanced direction job, sparking the tempo of the comedy. Howard Bay's living-room setting, redundant

[illegible]

A mistake in the spring, but that would apply no matter the season.

There have been a few intelligible plays about Hollywood, but not many, and this one is distinctly on the debit side and it's a wonder, when the effort was made, especially since a couple of names are involved.

Certainly a tough season for Phillips Merivale, who was around several months ago in "The Duke in Darkness," dreary period drama. Currently he appears as a worn-out film star, one Wallace Maxwell of the silent days, back from Rio with a 18-year-old bride. Playing opposite him is Ann Andrews, as his former wife, known to the fans as Anita.

Maybe there have been parts with more sides this season, but impression is that Miss Andrews shades a others with what seems to be a continuous stream of chatter, most inane.

Locale is Beverly Hills, scene the "White House," so-called when Wall and Anita were big shots in the studios. She drew another male too, but, although divorced, they just didn't bother about dividing the community property, so when he

## OBITU

**IRENE LEWISOHN**  
Irene Lewisoohn, founder and executive director of Neighborhood Playhouse school of the theatre and president of Museum of Costume Art, died in New York, April 4. Miss Lewisoohn, with her sister, Mrs. Alice Lewisoohn,

ENE LEWISOHN

Later, this was taken over by the Henry Street Settlement House, a philanthropic project in which the women were interested through friendship with Lillian D. Wald, its founder. The sisters also contributed Echo Hill farm, 80-acre camp, now used to provide vacations for underprivileged children.

children.  
Among the plays which the Lewisohn sisters presented at Neighborhood Playhouse were the old Hindu drama, "Little Clay Cart," "Grand St. Follies," and some work

of Dunsany, Galsworthy and James Joyce. They gave the Hebrew play "The Dybbuk" and Walt Whitman's "Salut Au Monde" as other outstanding productions. Miss Lewisho was a niece of Adolph Lewishohn, who gave N. Y. its Lewishohn Stadium.

Survived by two sisters and a brother.

**PAT WEST**  
Arthur Pat West, 55, veteran leg and film actor, died in Hollywood April. Had been in show biz for 3 years.

West entered 'vaude at an early age, appearing in numerous comedies with his wife, Lucille, act being billed as Arthur and Lucille West. He remained in vaude for 15 years and then became featured comic in Broadway musicals, including Farinon and Marco's "Sunkist Revue," "Ziegfeld Follies" and others. He went to England with the musical "Good News," and upon his return toured in his own unit, "Gobs o' Joy."

In Fond Memory of My Dear  
Friend  
**ARTHUR DENVIR**  
Who Died April 11, 1939  
**JERRY VOGEL**

former post commander of Veterans of Foreign Wars, he recruited show talent to tour camps and hospitals.

to enter in service men.  
Widow and two daughters survive.

**FRED MITCHELL**  
Fred Mitchell, 71, film booker for Loew theatres in N. Y. and vet of silent picture era, died April 4 in New York. He entered the film industry as lecturer with a one-reel film on Dreyfuss case.

With Marcus Loew and David Bernstein he organized the He-Manova Company in 1907. The group of actors talked the various

parts in silent films behind a transparent screen, thus giving the public a reasonable facsimile of talking films to come. The idea did not catch on well, and Mitchell became manager of a state rights exchange, People's Film Co., owned by Loew and Bernstein. In 1914 he became a film booker for Loew's N. Y. the-

**MARIA BARD**  
 Maria Bard, 43, stage and screen actress, died last week in Germany. She was born in 1900 in Berlin. She was wife of Werner Krauss, an Austrian stage and the German an actor. She was married to him for 23 years.

She began her acting career in 1919 on stage was curbed by her mother. She did not go on the stage until 1925, when her first husband died. She was known in 1929 for playing in the success "The Blue Bird" in Berlin, while in 1930 she was engaged for the State theatre in Berlin.

**GEORGE C. FURNESS**  
George C. Furness, 80, pioneer in the broadcasting of commercial radio programs, died April 10, New York. He was into radio in 1923 as supervisor of Eversley Hour program. It was the first sponsored broadcast to use a network.

During these early days of radio, Furness was prominent in meetings of the broadcasters and government officials to clarify the confusion that existed in the industry. Eversley Hour has been credited with introducing several ideas that became a permanent part of broadcasting technique.

MORIAM  
L. HESS

who is Betty Furness, legit. screen and radio actress.

where he had been successful, Chapman had been stage manager of

**BERT C. E. SILVER**  
 Bert C. E. Silver, 83, pioneer  
 Michigan showman for years, announced

**MRS. THOMAS G. WINTER**  
Mrs. Thomas G. Winter, 78, forme

**GEORGE E. ERKMANN**

years, having come up from the ranks.

Survived by widow; son, mother

many legit shows, died April 6 at  
Bedminster, N. J. He appeared with  
Lionel Barrymore in "The Copper

**Frank Frederick Miller, 77,** show man, died in Findlay, O., April 1.

Hollywood, March 29. Mother was Jacqueline Wood of the films; father now in service, was with the Acad

Mr. and Mrs. Doc Whipple, son

brother of Nick Kenny, radio columnist, N. Y. Daily Mirror. Mother is Tor Hathaway, radio actress.

Mr. and Mrs. Jack Lellman, son  
April 3, Eau Claire, Wis. Father:  
WJR announcer, Detroit.

comes home with his dialectic bride

one played in sheet films under the name of Migo Bard, and made





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# RUSSELL SWANN

--- "Who Insists That He's A Magician"



**BACK AT**

*The  
Waldorf  
Astoria*

AFTER THE WALDORF BOOKED

***solid!***

Thanks to my many friends for not forgetting me  
during my 18 months sojourn in U. S. A. Army

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745 FIFTH AVENUE, NEW YORK

APR 19 '44

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VOL. 154 No. 6

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# WILLIE KILL BAD RADIO

## Loew's \$3,000,000 Pension Plan K'd By Gov't; Covers Stars, Execs, Others

U. S. Internal Revenue Dept., on Monday (17) okayed the proposed Loew's, Inc. pension plan which provides a retirement fund of not less than \$400 annually nor more than \$3,000 annually for every employee with the organization 10 years as of March 1, 1944. Pension, from accounts, has been planned to cover stars, directors, executives, white collar workers and labor.

With the general outline of the plan approved by the Government, the proposal is now being forwarded to the Securities & Exchange Commission. Should there be no objections from the S.E.C. after a lapse of 10 days from the date of the submission, the proposals will be incorporated in the proxy statement to be sent to Loew's stockholders 30 days before the annual meeting which is now scheduled to be held June 8.

Under this plan the proxies, in-

### Any Screams?

Nelson Eddy gave a concert at Carnegie Hall, Saturday night (15), and the applause was as fulsome as one of the saloons (with a very Brooklyn brogue) was moved to explain during one outburst.

"Listen to that applause; you'd think this guy was Sinatra!"

### Promising Plays Due On

#### B'way Extends Deadline For Critics' Best Play

The deadline for annually naming the best play of the Broadway season by the Critics Circle has been extended probably because of the high promise of spring premieres. Usually the critical bunch named their winner before the Pulitzer prize play was selected, announcement of that award usually coming on May 1, while the Circle did its stuff by April 15.

Circle started picking the stand-out because the critics generally disapproved with the choice of the Pulitzer selectors and figured to take the edge from the selection by acting first. This season the critics' best play may not be named until after the Pulitzer decision.

It's quite likely that the critics and the Pulitzer jury will not choose the same play. Indicated the leading candidates for the Circle win is "The Searching Wind" (Fulton), which opened last week and drew press acclaim but it arrived too late to be considered for the Pulitzer prize, that annual affair having a deadline of March 1. Circle has been chosen.

(Continued on page 46)

### HOME-GROWN TALENT FOR GARDEN PROGRAM

Unique situation of sponsors of a radio session, appearing as cost of their own air will be regular format of new program, "Down to Earth," which began in Sunday (23) on WJZ, N. Y., 9:15-9:30 a. m. Two partners in sponsoring firm, Gould & Olsen, manufacturers of sprays and insecticides, are both experts on gardening, and will alternate on the show.

Idea for the stanzas grew out of telephone requests for information received by firm. The partners, Alex Gould and Harold Olsen, will be backed by George Shaeffer's orch

C. B. Cochran Pic Biog.

London, April 19.—Two Cities Films Co. has purchased picture rights to autobiography of C. B. Cochran, the veteran London music producer.

Undertaken picture would go into production early.

## HOME LISTENERS GIVEN BRUSHOFF

Strictly Visual Shows for Studio Audiences by Quiz, Comedy Programs Stir Criticism—Emphasis on Topical Gags for Hep G's Meaningless to Dial-Twisters

### SEE RATINGS AFFECTED

By GEORGE ROSEN

Continuance of the undue emphasis being placed on strictly visual entertainment on a number of air shows, including several with high ratings, is creating considerable criticism in some quarters, with the feeling more prevalent now than ever that the listener pull of such shows is bound to suffer.

Whereas, it's felt, the spontaneity

(Continued on page 12)

## 30% Nitery Tax Murder So Far

The salaries don't need a month to prove the negative effect of the 30% tax; they've found out pronto, and plenty. It's a g.

The \$84 question now is how did Uncle Sam ever figure that one out, because it's certainly not a revenue-producer; in fact, the reverse. The customers are nursing their spending with an eye to that 30% surtax, and from the cabaret talent viewpoint it's a kayo.

The national night club picture is negative. Business is off, new manifestation is that they're staying away from the cabaret and "comin' only at supper. In other words, the traffic is not distributed, the theory being that they'd rather pay 20% surcharge on a \$2.50 or \$3 minimum check (a couple of drinks) during

(Continued on page 12)

### 'Showboat' for GI's With Samba Variations in S. A.

GI's on duty in Brazil are being supplied entertainment in two novel ways, by a USO "Flying Hostess" service and a USO "Showboat" on the Amazon. Entertainmenters are being transported via plane and even being to various camps, with a Vice-Admiral, James H. Ingram, commander of Allied forces in South Atlantic.

"Showboat" is a vessel carrying entertainers up the river. In addition, sing alongs are being held on beachhouse for GI's at certain points, for swimming, etc. Entertainers used are principally veteran professionals, and talented GI's supplementing regular USO-Camp Showmen.

## H'wood's 10-Year Tele Exclusive Pacts Widen Breach With Radio

### 'Much Ado'

Transcribed show was cut for a sponsor at WOR, N. Y. Into the script marched 15 musicians, a chorus of 12, two announcers, the president and v.p. of the sponsor company and its advertising manager.

All this for a 15-second jingle show.

### Grace Moore's 'Butterfly'

#### Aria, Skedded for RCA Show, Is Nixed By Blue

Blue Network's censorship apparently isn't being restricted to controversial arias, but also into the entertainment medium. At least the Blue execs want no part of anything that smacks of Japanese.

Script submitted for the April 29 broadcast of the RCA show, "Music All America Loves," by the agency on the account, J. Walter Thompson had guested Grace Moore spotted for an aria from "Madame Butterfly," but after due deliberation the number was nixed by the web, with the result that Miss Moore will do a substitute number.

### SID SILVERS, PHIL BAKER RETEAM FOR BROADWAY

Hollywood, April 18.

Sid Silvers and Phil Baker, once partners, are teaming up again to co-star on Broadway in a musical show titled "Napoleon Without Bards."

Sid and Phil Silvers have completed the book but the score is still unfinished.

Current breach between Hollywood and radio over guesters, script adaptation costs, etc., may be merely a prologue and "warm-up" to the real discussion that's been shaping up for the future of the film industry periods in the policy of parceling players to long term exclusive contracts on television appearance rights, in the opinion of some network execs.

Later take the viewpoint that, even at a time when tele is in its embryonic stage, the insistence on exclusive video rights for stars for a period of 10 years may have the effect of "killing the goose that laid the golden egg." The move is regarded as "short sighted" with the network execs taking the viewpoint that such deals will retard the progress of tele programming and eventually die it up in a knot.

In fact it's generally regarded in net circles that contracts covering

(Continued on page 18)

### Willkie's Withdrawal Influences Pix Plans On 'One World' Release

As a result of Wendell Willkie's withdrawal from the Presidential race next fall, 20th-Fox execs believe that "One World" may be placed in the production hopper sooner than expected and in release possibly before the elections take place.

Willkie, who is presumably planning to essay the role of "reverent critic and beat front" to the G.O.P., might have held the production back had he decided to run. 20th-Fox may still delay production of "World" until after the elections, though not because there is now much hesitancy about releasing it earlier for fear of political attacks. Date of production would depend. It is reported, on how soon Darryl F. Zanuck completes scripting "Willson."

### Modern Theatre Outlook Bright in China After Her War, Reports Lin Yutang

Dr. Lin Yutang, the Chinese philosopher and author, reports a virile movement of the modern theatre in present-day China, where it has grown during the past four years to a point where it is the most advanced of the arts in that war-torn country. Dr. Yutang returned to the U. S. from his native land recently after a six-month tour of the seven provinces of Free China.

"In the postwar era," he reveals, "I can envision a great boom in all phases of the entertainment industry in my country, including films and the stage. With the building of a vast network of roads, and the increased use of air transport, the interchange of the cultures between China and the U. S. and the rejuvenation of all businesses in that land will increase greatly."

American motion pictures are popular in China, and film houses at Chungking and elsewhere are doing excellent business despite the fact that there are two native film companies, but just now, because of the shortage of raw stock, they are turning out only newsreels, and

(Continued on page 42)

### Fannie Brice Slated For Billy Rose's Revue

Fannie Brice is not to appear in her ex-husband, Ben Brock's production, "Seven Little Arts." This is which Rose will use to replace his "amusement world" potpourri. Ziegfeld theatre, N. Y., to legit in October. Crochran Marx is a probability for another lead. George Raft may follow.

Miss Brice has been away from Broadway for almost a decade, having become better known as "Baby Snooks" on the radio in recent years.



### FOR TELEVISION

## The Hour Of Charm

### All-Girl Orchestra and Choir

Conducted by Phil Spitalny

ROSA







# TELEVISION

## Distributors Seek Collaboration Of Revenue Dept. in Verifying Grosses

Washington, April 18. Major distributor representatives are going to arrange a conference with the U. S. Internal Revenue Bureau in getting accurate figures on boxoffice receipts from exhibitors. Simultaneously, it is reported, distributors plan to put out regulations, along lines similar to Internal Revenue Department regulations governing availability of ticket rolls, for film company checkers.

Such new contract stipulations last week in the talking stage, may not be adopted by all distributors.

While exhibitors are known to be very careful to give the tax department correct grosses, paying the correct amount in taxes to the Government, distributors contend that when they do not receive the full report on pictures (especially on percentage deals) the Treasury obviously loses revenue which the distributor would remit on the difference between the receipts received and the amount allegedly withheld in many instances.

Probably known, from accounts, are making it known to the revenue authorities that it is to the advantage of the department to cooperate in getting correct grosses on the grounds that if the distributor collects less in retail he pays less in taxes.

At a time when most of the major distributors are in the excess profits brackets, it is pointed out in trade circles, the Government may be being large income tax revenues from the film company. Distributors confronted with high taxes, apparently would not retain any great portion of the additional receipts which they contend are being withheld. The move to collect full returns at this time is aimed to establish a more accurate basis on which to figure picture deals in the future as well as for the present.

## ZANUCK TO N. Y. FOR SUNDAY POWWOWS

Hollywood, April 18. Darryl Zanuck heads east this weekend for a series of contacts on studio productions. He'll confer with Moss Hart on film version of "Winged Victory" and also meet with Eddie Rickenbacker, relative to blog of former flying ace.

Zanuck will also meet with Wendell Wilkie to thrash out plans for "One World," the film fate of which is uncertain, and will confer with home office biggies the road show policy for "Wilson," blood on the life of the former president.

Hal Horne accompanies him back to N. Y. Horne's N. Y. publicity campaign for "The Great Dictator" is both having come here last week.

Schenck Arrives Joseph M. Schenck arrived in New York from Hollywood Monday (17).

"Rick" Held Up Again Hollywood, April 18.

"Flinging of 'Rickenbacker' the story of an American at 20th. Drew another setback, this time for a purely dramatic bias. Studio denies the rewrite has any political bias.

Winifred R. Sheehan, producer, announced that the existing difficulties have been solved, except for the fate of Rickenbacker.

## Fibber Goes Back to Work

Hollywood, April 18. RKO resumed filming of "Heavenly Days," following a three-week halt, because of a consumer attack on Jim Jorden, the Fibber of McGee & Moley.

Jordan returned to work this week and had a release, saying he is strong enough to go on with the picture, produced by Howard E. Brook.

## New Par Pact Nixed

By Claudette Colbert

Hollywood, April 18. Claudette Colbert shoved off for Oregon on a short vacation after nixing a new contract at Paramount where she had played for 10 years. Old ticket contract two weeks ago.

Actress goes to New York next month for the opening of the David O. Selznick production, "Since You Went Away," in which she is costarred on loan. Her last picture on the home lot was "Practically Yours." Current plans call for free-lancing.

## WB-SAG 'Peace' On 'Canteen' Pic Deemed Likely

Hollywood, April 18.

"Production will be resumed shortly at Warners on 'Hollywood Canteen,' according to reliable reports. While a decision, a solution by the studio is not making any definite announcement. It is known that recent conversations between Charles Einfeld of Warners and John Dales Jr., executive secretary of Screen Actors Guild, have been played out. Dales has been over SAG's Rule 33, which forbids shutdown on 'Canteen' several months ago.

Understand Warners' court action to end the shutdown enforcing Rule 33 would not affect peace settlement of differences—'not that a satisfactory arrangement may be worked out for inclusion of pressure-picture release in producer-SAG basic agreement. Should such a solution be effected, likely that Warners would cut off its court action against SAG. While physical production on 'Canteen' have been put away pending settlement, likely that resumption of shooting would require a new coat of paint for sets and other refurbishments.

## REP OUTER STARS QUIT SAGEBRUSH, GO SLICKER

Hollywood, April 18.

Two single stars on the Republic lot were jerked off their horses and steered into flat-bed, romances.

Bob Livingston, boom-boom rider in westerns, is slated for a series of light comedies to go into the non-equine rail of drama, starting with "My Buddy," Merwin Phillips. Harrison, Lucille Livington's, and Allan Lane rides for Barry.

## Met Thrush Inked By WB

Hollywood, April 18.

Patricia Mursel, 18-year-old songbird from the Metropolitan Opera, is slated with Ruth Terry in a new picture.

Pact calls for the singer's appearance for screen tests at the studio next August, as preliminary to singing-acting job, which will not interfere with her operatic work at Met.

## Par-Donevsky's 'Peace'

Hollywood, April 18.

Brian Donlevy returned to Paramount after eight months of the pyrolytic, the result of a suspension.

First choice since climbing on the cashier's wagon is a Marx-style rule in "Two Years Before the Mast."

## MAJORS WARY OF BROCH RANKS

By MONT KRUSIN

Film companies are being pressured from within and the outside to decide on a television policy for the industry as a whole. Steering committee representing major producer-distributors is scheduled to submit a report to the National 'Hays' office industry gathering shortly. It is considered doubtful that any uniform policy will be developed because of the current tendency towards individual action by the various companies.

Industry attorneys, too, are wary of adopting any 'industry policy' by any company to limit the gain by going into the television field with regular releases. While companies are not ready, there is a constant readiness to cope with any break in the status quo.

But while none of the majors have ostensibly reached a decision, leaders are wincing for the first move by any company to jump the gun in going into the television field with regular releases. While companies are not ready, there is a constant readiness to cope with any break in the status quo.

Whether regular film releases are to be made available for television is a policy which has not yet been clarified, and among those hammering for an answer are television executives within picture companies.

One breach in the wall came last week when newswire editors were summoned to Washington regarding the industry's interest in a proposal for the War Department released to the industry's newswire pool, NBC and other outlets. The proposal called for some footage on television and the request was granted with the telephone.

(Continued on page 46)

## Wallis Clo To Mass Pic Prod; Various Offers

Hal Wallis, though discussing production deals with several companies, early this week had arrived at no decision regarding an affiliation with any one company. Following talks with William Goetz on the Coast, he discussed plans with Leo Spitz in New York last week.

Wallis, approached by J. Arthur Rank, intends to head up production for the British organization in the U. S. A., from accounts, not interested in taking on such an assignment. He bowed out as executive producer at Warners because of the volume of production involved and reportedly would prefer a limited production schedule.

Wallis has no deal yet with J. Hazen, who resigned from Warners last week, but talked with Hazen over the past weekend and most likely they'll be associated. Here, again, no deal is in the making, which he is not yet ready to assume.

Wallis plans to continue talks with Louis B. Mayer, currently in New York, and possibly with Darryl F. Zanuck when the latter arrives in New York. The latter has been considering various proposals jointly and individually.

## Rapper-WB Truce

Tring Rapper, Warner director, reportedly reported that the studio is going back on the lot.

He leaves N. Y. for the Coast on April 22.

## Plan to Sell N. T. Operators a 20% Proprietary Interest in Roiders

## Up to S.E.C. and 20th Stockholders

By MONT KRUSIN

WB Slates 'Objective Burma' for Early Gun

Hollywood, April 18. Warners studio, which, till the jacket with "Cashelero's" dropping another production in the slot April 28, titled "Objective Burma," background in a current hot spot on the Far Eastern front.

Studio starts two more features, "Roughly Speaking" and "Strangers in Our Midst," on the same day, which will make a total of seven in work on the lot.

## 20th Giving AAF All Profits From 'Winged Victory'

20th-Fox has reportedly set a final arrangement with Moss Hart and Army officials in connection with "Winged Victory," whereby all the proceeds from the film version of the play will be turned over to the Army Air Force.

Instead of a percentage of the profits after a first \$1,000,000 is given to the service.

Under the arrangement now reported, it is understood that there is a \$1,000,000 cash down payment, but all the profits from the film are to go to the Army.

Deal is much along the lines set by Warners for "This Is the Army," too, but for the profits from the Irving Berlin musical, even the Army. Warners has especially low distribution cost of 20% or less for handling the picture, as a further gesture to the armed forces.

## PRC TO FILM EXPOSE OF LEPKE, 'CRIME, INC.'

Hollywood, April 18.

Martin Mooney's story, "Crime, Inc." written in 1934 but considered too hot for film at the time, has been bought by PRC for early shooting, with Leon Fromkes as producer. Story printed in book form and ran as a serial in the Hearst newspapers at the time, exposed Louis ("Leper") Buchalter, Jimmy Hines and other racketeers and brought about the appointment of Judge E. Dwyer as special prosecutor in New York.

Walter O'Brien, then a western star, and now a Lieutenant Commander in the Navy, bought the story, but he could not find a producer at that time. J. Carroll Nash will play the gangster role when PRC produces the picture.

## Indie Exhibs' N. Y. Trip To Probe Tele's Future

Independent exhibitor group, representing approximately 100 theatres of the Detroit area, arrived in New York early this week to meet a closer study of television potentialities. Exhibitors are interested in learning how soon television can be expected to reach advanced stage where it will have to be considered an important factor in entertainment, either as opposition or as an addition to theatre presentation. Exhibitors representing coast-to-coast film booking-buying association in Detroit, are visiting television excess this week.

Deal whereby the operating partners of several National Theatres' circuits will be given a proprietary interest in the circuit (over 100% owned by 20th-Fox) is scheduled to be submitted for approval to the 20th-Fox stockholders at the annual meeting slated to be held around May 16 in New York.

Understood that Charles P. Skouras, National Theatres' president, and three operators of N.T. circuits are to be permitted to buy approximately 25% of the National Theatres stock outstanding, if the plan is approved by the Securities & Exchange Commission and 20th-Fox stockholders. From accounts, this would involve an investment of \$4,000,000 or more in the National Theatres.

In addition to Skouras, operators concerned in the deal include Frank H. (Dick) Ricketson, head of the Fox International chain; Elmer C. Shoben, head of Fox Midwest theatre chain; Harold C. Fitzgerald, head of the Fox Wisconsin circuit.

Reported that 20th-Fox attorneys will confer with S.E.C. officials to ascertain that the move to offer stock in the circuit for purchase by the operating partners is not out of line with regulations. Plan will then be submitted to stockholders and 20th-Fox directorate for approval.

Under terms of the proposal neither Skouras nor any of the other operators would give up their current multi-participation deals with the circuit. Ricketson, Shoben and Fitzgerald are in for a cut of their share of the circuit's operating profits, while Skouras receives a percentage of the overall profits from the operation of the N.T. chain.

## PRODUCERS ASSOCIATION WANTS A PAID PREXY

Hollywood, April 18. Paid prexy is being sought by Producers Association, which has been without active head since Fred Beaton was forced out, because of illness.

Y. Frank Freeman is said to have gone east to discuss the matter with Beaton, who is there and to interview prospects for the job.

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DAILY VARIETY (Published in Hollywood by the Varsity Club, Inc.) 519 N. York St. - 1944

## RKO Reports \$2,300 Per House for Red

ing into N. Y. headquarters of the War Activities Committee continue to show impressive gains over last year. Florida, according to a preliminary report, shows collections of

there had collected \$152,612. Rick Ricketson, state chairman for Colorado, reports \$50,511 from 180 theatres, with 100 theatres yet to report. Martin circuit, operating theatres in Georgia, Alabama, Texas,

**Red Cross by the motion picture committee. Industry contribution boosted L. A. total to \$5,423,015.**

**Northwest's Record High**

Red cross theatre collections in the recent drive reached an all-time high in this territory, according to returns received by John J. Friedl, War Activities committee chairman.

amount collected more than tripled the amount contributed from the same source in 1943.

## 2 NEGRO PIX MAY PRECIPITATE A SUIT

"Negro Marches On" outfit warned the War Activities Committee, dis-

consider legal action if the other film was distributed. According to Jack Goldberg, proxy of "Negro Marches On," its film was made with cooperation of various Government

**BROWN AIDES HARMON**  
Walter T. Brown, former execu-

Herbert H. Lehman of N. Y., has joined the War Activities Committee as a fulltime associate to executive vice-chairman Francis S. Harmon. Brown is a former newspaperman, university professor and a veteran of World War I and II. He arrived in New York Monday (17) to take

## See No Further Decree Concessions By DJ, Big 5; Exhibs Indifferent

Consent decree negotiations between the Big Five and the Department of Justice have reached a point, with neither side apparently inclined to introduce any further concessions or modifications. Producer-distributor chains are waiting for Tom C. Clark, U. S. assistant attorney general, to make the next move.

As previously reported in "Variety," representatives of the Big Five feel that they cannot surrender further concessions without undermining the structure of their respective organizations.

Rather than go much beyond the content of the consent proposals already made, it is believed that the major would rather face court proceedings.

With both the current consent decrees, which officially expired last November, and the newly proposed consent decrees viewed with equal distrust by independent exhibitors and majors, opinion in trade circles is that there will be little merriment if the consent decree negotiations terminated.

Regarding possibility of divorcement proceedings, major companies state they fail to see how such divorcement of theatre chains from independent distributors would help independent exhibitors. Question, first, whether the courts would order divorcement. Second, whether they doubt that if exhibitors are divorced from film companies whether the courts would approve divorcement of the chains into small units.

Mentioning distributor representatives circulating through the industry and talking to exhibitors report that the problem which holds about the consent decrees is not the protection at the moment is the matter of a consent decree. Similar reports are being transmitted from exhibitors also.

## Hays Prognosticates

### On the Future of Pix On Occasion of 50th Ann.

Will Hays, MPPDA presy, paid tribute to achievements of Thomas Edison and George Eastman as great inventors and great men in celebrating 50th anniversary of motion picture at the afternoon and evening meetings of Hays office yesterday in N. Y. last Friday (14). Lacking a quorum, session adjourned until later date after hearing Hays speech.

Hays' speech marked actual date (Jan. 18, 1884) that the world's first commercial, showing motion pictures was held at 1155 Broadway. When first pictures looked into 19 of Edison's kinetograph, and 100,000 and witnessed figures move on Eastman film. He predicted a greater advance for pictures in the next decade than was "Birth of a Nation" or "Great Train Robbery" taken in nickelodeon days.

Hays predicted that motion picture influences, after the war, would come from all corners of world in greater numbers than ever dreamed of, and artists who create motion pictures are mindful also of the opportunity to bring entertainment, culture and understanding to the millions. Hays made a worldwide in appeal, already it becomes the demand of the world. Studios are developing new selling methods which will be revolutionary in the business and the lap dissolve of the early scenes, made in photography, industry.

He said the significant, technical and sound during the war will be reflected in pictures. The industry plans for celebrating the 50th anniversary of the motion picture business was celebrated last week with the release of Columbia's "The Birth of a Nation" commemorating the ann. Exhibitors are given a thousand community plan to follow in local exhibitors, now in the hands of local exhibitors.

Columbia's short, released for showing starting last Friday (14), includes early-day scene, on May

## Bogart's New Starrer

Hollywood, April 18. — Warner Bros. working in "To Have and Have Not," to star role in "Nobody Lives Forever," slated for late spring production.

Film is based on a novel by W. R. Burnett, who is writing the screenplay.

## Par Backlog Hits \$26,000,000 Total

Hollywood, April 18. — Cullold backlog in the Paramount vaults represents a financial investment of about \$26,000,000, 18 feature, an outline record for the company, ready for showing, and six more high budgeters in various phases of editing and scoring. By May 15 the finished product, will number 25 features. Seven of them cost more than \$1 million, led by "Fenchurch's Cuckoo," rated at \$2,400,000, and "The Story of Dr. Wassell," with a not estimated at \$2,000,000.

Others awaiting release are "Going My Way," "The Hiller Gang," "Love a Soldier," and "The Angel Sing," "Double Indemnity," "The God Men," "The Man from the Sea," "Our Hearts Were Young and Gay," "Rainbow Island," "Till We Meet Again," "The Man from the Moon Street," "Henry Aldrich Love Cupid," "You Can't Ration Love," "The Family Choice," "The Big," and "One Body Too Many."

Planned with shooting and in the cutting, include "The Conqueror," "Bring on the Girls," "Sign of the Cross," "The Road to Utopia," "The Conquering Hero" and "Practically Yours."

## BING'S PRODUCTION CO. INITIALS WITH JOHN L.

Hollywood, April 18. — Battles of John Lawrence Sullivan, in and out of the ring, will form the basis of the first picture to be made by the newly organized Bing Crosby Productions, Inc., for United Artists. The picture, "The Great John L.," will be produced by John L. Sullivan and Frank Tuttle.

New corporation lists Crosby as president, with James Edward Grant and Frank Tuttle as co-producers. Picture goes into work before June 1 at General Service Studios, with Frank Tuttle directing.

## Weingarten's Op

Hollywood, April 18. — Larry Weingarten, Metro studio executive, progressive, died at Cedars of Lebanon hospital, after long illness, apparently Sunday night (16).

Irwin, John Rick, John Bunney, Flora Finch, Teddy Roosevelt, Harry Carey and Robert Norman. New scenes show many outstanding scene directors still active after 30 years or more in the industry.

D. C. Felt

Washington, April 18. — Fiftieth anniversary of the film industry was celebrated at a luncheon of the Washington Visual War Council today. (Times.) Francis S. Harmon talked on films in the service of democracy, with Stanton Gifford, head of the OWI domestic motion picture bureau, presiding. Number of government and industry people were present.

## MORE DISTRIB COS POST-WAR?

With Hollywood's most important independent producers setting virtually their own terms with distributors for selling their product, the pronounced swing of industry toppers away from major companies as the most significant development in the near-term and post-war future of the picture business.

Signing of top distribution executives by producers such as Samuel Goldwyn, William Goetz-Leo Spitz and David O. Selznick is regarded within the trade as indicating a likelihood of more distribution companies coming into existence when the manpower problem eases after the war. International Pictures' Goetz-Leo Spitz and Samuel Goldwyn have long been reported nurturing aim of setting up distribution organizations, while Selznick's tieup with Neil F. Agnew portends plans reaching beyond its current place in United Artists.

Most prominent independent producers have in the past expressed wishes to control the distribution of their product. Currently, with an impending list of distributors, they are starting out the studio contract lists, the producers are swiftly assuming a dominant position in the industry.

That Goldwyn's list distribution at approximately 17½% and International made a deal showing distribution charges range downward to 17½% minimum points up the ladder, among independent producers in determining distribution operations.

Another development noted is the tendency of talent, stars directors and writers to have studied in the wake of the departure of top executives, many of them with a strong feeling for the studio.

This occurred when William Goetz, led 20th-Fox and there are reverberations at Warner since the departure of Hal B. Wallis.

At the moment, independent producers are linked up with distribution outlets under comparatively short-term pacts. At RKO, independent producer Louis B. Mayer represents perhaps the most important phase of operation. Goldwyn, International, Disney, MCA, Golden, Eddie Cantor, MCA "package" pix, and others are in this group.

On the whole, with directors such as Sam Wood outside the studio contract lists, the number and calibre of top production talent outside the major studios is beginning to compare favorably with the names remaining under studio pacts.

## Extras' Wage Hike Told at Hearing

Hollywood, April 18. — Film extras were paid a total of \$4,190,000 in 1943, with an average daily wage of \$23.89 for 1943 and \$24.49 for 1942. These figures were disclosed by Howard B. Phillips, general manager of Central Casting Corp., testifying before the National Labor Relations Board in the hearing of the petition of the Screen Players Union to be designated as bargaining agent for atmosphere players. A list of Phillips' testimony was that the average daily earnings of extras were \$23.89 in 1943 and \$24.49 in 1942, the industry's formation of the Screen Actors Guild.

## Al Pearce's Rep. Pix

Hollywood, April 18. — Republic and Al Pearce got together on new deal for three starring pix, with radio contract; one of the new deal is "The First Film Under New Pact" will be based on current radio script, "Fun Valley."

## Metro Trailblazing With Simpler Contract Form for Selling Product

### Selznick Sets Sales Plans

Hollywood, April 18. — Roadshow policy for David O. Selznick's "Since You Went Away" is being worked out by Grad Sears, United Artists and Neil Agnew, sales chief for Selznick.

Details not set as yet, but believed will follow line of "Gone With the Wind."

## Pros and Cons On New Coast Bldg.

Los Angeles, April 18. — Independent Theatre Owners of Southern California are opposed to the War Production Board's idea of building new theatres in this area to take care of war worker amusement needs, according to a report by R. H. Poole, UTO secretary, to J. Walter Blair, WPB representative.

Most of the indie theatres in this territory, Poole declared, are running at only 40% capacity and are capable of providing simple seating for war workers if properly utilized. On the other hand, Pacific Coast theatre operators are gathering future theatre sites in this territory with the idea of putting on a heavy build-up campaign after the war. General opinion is that show business on Coast industrial areas will continue to be a factor in the post-war period. Understand there has been much bad buying in recent months, but the industry is not desirable spots. One circuit is said to have acquired five sites and made advance payments on construction of steel and other materials for delivery as soon as available.

## HUGH OWEN FOLLOWING AGNEW TO SELZNICK

Reported Hugh Owen, eastern southern division sales manager for Paramount, may resign to join the David O. Selznick-Vanguard organization in a sales capacity under Neil Agnew. Owen, top in charge of wide distribution of Selznick product, though there is no immediate confirmation from any quarter, on such a move.

Charles M. Reagan, v.p. over distribution at Par, who moved up to succeed Owen there, has a history of no such reports or intentions on the part of Owen, and that he had resigned. He had former been told he had anything to report resultant upon his accession to the Agnew post. Owen's new sales chief, however, said that he might within a week.

Owen, long with Par in sales, was made eastern-southern division manager two years ago when J. J. Reisinger left. He had former been district manager at Dallas.

On the Coast at present, Agnew is expected to leave Monday (21) and will spend a few days at Paramount clearing up personal matters, preparatory to devoting all future time to the Selznick organization.

## Dark Waters for Harrison

Hollywood, April 18. — Joan Harrison, who produced "The Phantom Lady," as her first producer effort, with producer "Dark Waters" in Bernice, is leaving with United Artists releasing.

Bogues is rounding up top players for "Dark Waters," while Harrison is working on the script.

## Blumenthal at Col.

Hollywood, April 18. — Columbia has signed Richard Blumenthal to produce contract.

It's his first job, deal since leaving Paramount, several months ago.

Simplified form of standard contract for selling pictures, long demanded by exhibitors throughout the country to replace the current lengthy, complicated contract forms used, is likely to be followed to come into general use shortly.

Metro, taking action individually, is already producing a simple, simplified form of contract, which may be ready in time for the Metro sales forces to use in selling the seventh block of five pictures which is scheduled to be placed on the market early next month.

Metro's move, the first in the direction of a simplified contract yet reported, is likely to be followed by other majors in due course. Metro attorneys are understood acquainted with the details of the new form. From accounts, tentative plans are to eliminate entirely about six lengthy clauses and to condense other clauses, so as to reduce the contract to the barest essentials.

Comments are being made by the Motion Picture Theatre Owners of America, Inc. in the past strongly recommending a simplified contract form, and this proposal has been included in virtually every dispatch from the industry in the past. Other exhibitor-distributor relations continue.

## Korda's UA Sale Puts Pickford in Key Seat Between Chaplin-D.O.S.

Hollywood, April 18. — Deal by which Alexander Korda's United Artists sales rights in "The Sign of the Cross" were sold to Mary Pickford, Charles Chaplin and David O. Selznick in equal shares, placed Pickford in a key position, handling the balance of power. Selznick and Chaplin often hold opposing holdings, but that it should in cases come open in the future the femme volée, will have the last word.

Purchase of the 4,000 Korda shares, which gave each of the owner-members a one-third interest in the company, was completed after a lengthy protest by Arthur W. Kelly, representing Chaplin, who told that the company should have spent \$100,000 to purchase the shares.

Ever since Korda joined Metro, there had been discussion of plans to obtain his interests in United Artists. Korda had maintained that he had no intention of leaving the care who bought. When he set his price recently in New York, the rest of the company was not prepared to meet it.

Kelly, who has always been hostile to Chaplin and is now associated with the latter, said he was understood to have had his share in the idea of selling the stock on the open market.

It was understood that the deal had been engineered, it would result in a new partnership, but that for distribution of his product.

## Korda Buys Studios At Elstree From Rank

London, April 18. — Coincident with the deal in which interest in United Artists, Sir Alexander Korda has purchased the Elstree studios, which he has moved near here, from J. Arthur Rank.

## Fox's 2 Book Buys

20th-Fox last week purchased the film rights to "Bornnora," book by Commander William Churchill, produced by Louis De Rochemont. Before joining the U. S. Navy, Churchill was with the 20th-Fox exploitation department. Book is to be published by Harcourt Brace.

20th-Fox also bought the film rights to "Clayton Brown," novel by Margery Sharp, deal previously reported in negotiation.



# Buffalo Bill



**ALL TIME RECORD**

*It's up to the biggest from the*  
 Denver and Esquire! Big cities, small towns solidly consistent in reports of **terrific business.** Through nine states—in every type of situation—it's setting **new highs!** Keep watching it at the **ROXY, NEW YORK,** and other important dates coast to coast!

JOEL MCCREA • MAUREEN O'HARA • LINDA DARNELL in "BUFFALO BILL" with Thomas Mitchell  
 Frank Orth • Directed by WILLIAM A. WELLMAN • Produced by HARRY A. SHERMAN • Photographed by

Great shorts will round out a great show! With "Buffalo Bill," play "The Mailman"



# 10 Billion

IN TECHNICOLOR

*biggest figure in the industry*

20<sup>th</sup>  
CENTURY-FOX

Garrett Buchanan • Anthony Quinn • Moroni Olsen • Frank Fenton • Matt Briggs • George Lessey  
IN TECHNICOLOR • Screen Play by Aeneas MacKenzie, Clements Ripley and Cecile Kramer • Based on a Story by Frank Winch

"Snake River," a Movietone Adventure, and "My Boy Johnny," a Terrytoon in Technicolor!

COOPERATE WITH UNCLE SAM. WAC RECRUITING WEEK MAY 11th THRU 17th.



# IA Studio Deals Ready for WLB But Reopenable If Wage Ceiling Raised

Putting the finishing touches to two-year individual contracts for 11 studio locals of the International Alliance of Theatrical Stage Employees, negotiations on which have spread over six weeks in New York, are expected to be formalized by April 25 (Wednesday) for immediate submission to the War Labor Board. The deals for the next two years, a total of around 15,000 IA studio employees will be brought up to the Little Steel level, and beyond in some cases through re-classifications, new "classifications and special concessions, such as agreement of the producers to seek a 25% boost for estimators on gross receipts."

While the IA unions, as well as other international and members of the Conference of Studio Unions, such as the painters, machinists, police guards, etc., are conceded to have secured decisive victories, the producers are reported steadfastly refusing to request that the cameramen on request for shorter hours or to consider selective production. Victories for the IA's in the locals include seniority provisions in accordance with by-laws of the international union, character working and membership as well as work priority rights. These various gains have gone into the deal without loss of standing with their respective unions.

While the contracts with the 11 IA locals, retroactive to Jan. 1 last, are in final form, under the terms reached, it is understood that if the selling of "Little Steel" is raised to \$1.10 an hour, then the studios must open their deals on wage scale only. Although their deal had been already closed a week ago, the cameramen wanted to reopen it to cut \$4 and 5-hour work weeks of the Jan. 1, 1943, deal, and to the IA's looking good.

**IA's 5-Year Basic Contract**  
In view of the conclusion of deals covering the 11 IA locals, the producer negotiating group entered into a new deal with the IA's for studio jurisdiction with the IATSE, effective Aug. 1 next, with the date to represent all actors in any matters coming up with one of the major international unions signatory to the agreement. "New five-year basic agreement," including the studio contract, also goes to the WLB for approval.

Behind the lengthy huddles with the IA having settled with other members of the basic agreement on a two-year deal, and with the Conference of Studio Unions, all that remains to be negotiated is a deal with the American Federation of Musicians, whose president, James C. Petrillo, is demanding studio orchestras on full basis, ranging from 25 pieces for Universal, Columbia and Republic, to 30 for RKO and Metro, 35 for Fox and RKO, 40 for Fox and Warners. Scheduled meeting with Petrillo yesterday (Tuesday) was called off by the inevitable date for discussions set, though expected the studio bunch will again meet with the union delegation tomorrow (Thursday) or Friday (21). In addition, it's expected that the increases up to ceiling of "Little Steel" or above will be sought by the AFM, together with vacations and a grant to all the unions in studios and other improved working conditions.

Some union representatives who have been sent more than six weeks to the meetings left for the Coast last night. Others, including Petrillo (Tuesday), and some of the producer reps in the studio will start their work tomorrow. The meetings will remain behind until probably the first of next week.

After the session, which in seventh week has all been held in the N. Y. offices of Pat Casey, general labor counsel and the producer and attended by company presidents or other high major producer-distributors, executives, plus the studio delegation.

## FIRE RAZES THEATRE

Memphis, April 18.—The Sanger, Hollywood, which is the state's newest houses, was destroyed by fire believed caused by lightning, during an electrical storm recently.

It was owned and operated by M. M. Lightman, circuit manager.

## Stanwyck's Conn. Yule

Hollywood, April 18.—Nori choreographer, Stanwyck at Warners will be the top feature in "Christmas in Connecticut," a comedy starring the actress in a film based on a novel by Aileen Hamilton.

## See Strong Opposit

### To IA's Walsh Among

## 306 Delegates to Conven

Of the 12 delegates of Local 306, Moving Picture Machine Operators of N. Y., strongest local in the International Alliance of Theatrical Stage Employees, selected to attend the IA convention in St. Louis, May 3, a majority is understood to be in opposition to Richard F. Walsh, president.

Among the delegates, these delegates are said to stand opposite to Walsh, being Joseph M. Ambrosio, president of 306; Nat Dorsey, recording secretary; Sam Kaplan, member of the executive board; Morris J. N. Business manager; Ben Scher, Brooklyn business manager; Harry Morris, v.p. and member of executive board; and Stewart of the executive board.

Walsh, who is the president of 306, is reported to be on the fence, with result it isn't known how he will swing. Meanwhile, terrific strife is reported behind William Bennett of the executive board, who is reported to have received a surprising number of votes, though he made no attempt to run for election for the presidency. This time Bennett is electioneering and understood that he has secured the complete backing by the New England, midwestern, Pennsylvania and New York locals.

It is understood that Walsh, supported that virtually all stagehands' union delegates to the IA convention, in addition to those already named, will be in the Boston section, as representative and assistant to Walsh, who was former president of Local 306, Chicago, and is now the secretary of 306; Herman Boritz, of the executive board and Frank L. B. non-exec. member of the union.

Although a member of 306 but not now active in the type of work he is doing, editor of the International Projectionist, tradesman, Harry Sherman, an exceptional union member of votes as a delegate to the convention, coming within 60 of winning most of the 306 delegates, 2,200 members of the union. He was president of 306 prior to Benson's election. Sherman, resigned the presidency to go into theatre operation.

Lon Johnson, head of the Metro shipping room in N. Y. and president of Local 306, has been chosen as a delegate to the IA convention. Johnson is called off by the union embracing N. Y., Albany, Buffalo, Rochester and Boston, not only for the "B" union but also for the "B" union in this district, being the theatre and motion picture workers. A meeting was held at Albany Sunday (15) at which the delegates elected Johnson to the convention.

## U. S. to Sentence Zevin

## In B.&B. Case May 17

Indorse Zevin, former secretary to George E. Browne, convicted, exonerated, and now in prison, postponed on Monday (17) by Federal Judge Alfred C. Cox in New York City. Judge Zevin, indicted on a nine-count perjury charge, when he told a special Federal grand jury investigating racketeering in the motion picture industry, in connection with the "B" union, that he had received a slush fund collected from members of the IA, that the fund was being used to bribe and control the expenses of IA representatives.

According to the Government, Zevin, who is now in prison, was split up by George E. Browne, Willie Blott and the Chicago mobster, Alvin Karpis, who was charged for conspiracy to extort money, from \$100,000 from the film industry.

## Beery's Blimp Burden

Hollywood, April 18.—Wallace Beery's next starter for Metro is a blimp drama, "The Squadron No. 4," slated to start May 1 with Beery as a Navy pilot on the same air station at Lakehurst, N. J. William Wellman is assigned as director and Sam Marx as producer.

## More Legal Troubles

## Complicate Already

## Tragic Kaimann Clan

St. Louis, April 18.—Another page of the family-brawl among officers of the Balta Bank Corp. of two individuals, the Kaimann Bros. Amus. Co., that has already resulted in one attempted murder and a suicide, was unfolded last week when Mrs. Marguerite Kaimann filed suit in the Circuit court of St. Louis.

The filing of the suit was from electing a director and vice-president to succeed her late husband.

The filing of the suit was by the brother, William, last Jan. 26, as a result of having been ousted from the family role in the election of officers in the company.

The suit was filed after he received word that a meeting of the board of Balta Corp. was set for April 13, at which time the theatre, where the shooting occurred, Mrs. Kaimann succeeded her husband as president of Kaimann Bros. Amus. Co., and of the Hyde Park Amus. Co., another organization controlling houses of the Kaimann clan.

Her attorney said she felt that her in-laws are trying to exclude her from the \$200,000 "trust" of the companies.

Mrs. Kaimann's petition asked the corporation to be enjoined from filling by election, a directorship left vacant by the death of her husband, and the corporation's bank account, and playing an advertising man, accountant, and a lawyer, and the president, moving its offices, retaining counsel and setting specific dates for the election.

Circuit Judge William L. Mason issued a temporary restraining order, and the corporation's bank account, and playing an advertising man, accountant, and a lawyer, and the president, moving its offices, retaining counsel and setting specific dates for the election.

## SAG to HIT PRODUCERS

## FOR EXTRAS' PAY BOOST

Hollywood, April 18.—Screen Actors Guild will renew the demand that the producers of the date arbitration of pay raises for extras, regardless of the petition of the Screen Players Union, the organization bargaining for atmosphere players. National Labor Board's decision in the petition for an increase in pay for extras, announced, disclosed by the Dales, Jr., executive secretary, says up to the date of the arbitration, the Guild will move immediately to investigate every legal means of forcing the producers to arbitrate Guild demands for new and general pay increases for extras, day players and free lancers.

The ring leaders of the Screen Players' Union, in Philadelphia was \$135,000.

The Guild are responsible for the delay in arbitration. The producers now come into such a movement, while they face the threat of a competing union in the screen acting field.

## Krasne, WB Sued For

## 300G on 'O'Rourke' Rap

New Haven, April 18.—Norman Krasne, winner of the Academy award for the post-"Princess O'Rourke," was named a defendant in a \$300,000 damage action, along with Warner Bros. Pictures, Inc., by the estate of the late Richard D. Krasne, who last week in a suit charging plagiarism of a certain character of the "Princess O'Rourke" was allegedly based.

Mrs. Carlyle declares that prior to Pearl Harbor story, "Richard D. Krasne," was submitted to various film companies, including Warner Bros. Pictures, Inc., and called to the attention of Krasne. Defendant is alleged to have taken her theme, plot, story and characters from the character of the "Princess O'Rourke." Suit was filed in New Haven, where Krasne is resident, of that city.

An injunction and accounting of profits are sought.

# Grosses Up Despite Higher Scales, Tax, V's s't of Quarter Ahead 5-10%

## Sextet Rolling at U.

Hollywood, April 18.—Universal sends two pictures to the post this week, making a total of six in the line on the "Big Screen." The pictures are "See My Lawyer," a comedy, and "The Big Guy," a drama.

Continuing in work are "The Doctor," a drama, and "The Making Way for Love" and "Strike Sheriff."

## 46 Anti-Trust Suits

Involving \$25,000,000

## Still Facing Majors

Major film companies are now faced with some 46 anti-trust suits, involving triple damage claims which are estimated in trade circles to be more than \$25,000,000. Some of these anti-trust actions have been pending for years, though a number of them are of comparatively recent vintage.

Computed, within the trade, that despite the large amounts claimed in the suits, the companies have not been finally disposed of.

Belief is growing in both producer and exhibitor circles that "conversation instead of litigation" would solve more industry problems. The suits, which have been filed by many industry leaders, not merely because of anti-trust actions but because of the new era of the free deal, would welcome the start of another union movement.

It is pointed out that many of the actions now pending involve only the producers, and not the exhibitors. Others, it is contended, concern problems which are no longer point at each other, but are of changed conditions.

Believed, in many quarters, that "unity actions" could be further explained so as to save both time and expense, for both sides, involved in lawsuits over the consent "negotiations."

Recent court decisions favoring the major companies in two large damage actions (Philips vs. New Haven) reported lessening further impetus, among exhibitors, to the desire for industry unity via roundtable discussion instead of resorting to the courts or the Department of Justice as a means of settling differences.

The Pickwick theatre suit dismissed in New Haven and the suit against the RKO, while the Goldman Theatre in Philadelphia was for \$135,000.

## IATSE Challenges RKO

## Managers' Jurisdiction

Because the membership includes members of the International Alliance of Theatrical Stage Employees of the A.F.L., is challenging jurisdiction of this class of employee by the Motion Picture Theatre Operating Managers, Ashtons & Cashiers' Guild, which has introduced a new set of RKO theatres of the Greater N. Y. area. It's unaffiliated at present.

Some of the questions of the IATSE, the newly-organized union among RKO managers, assistants and cashiers, shall have jurisdiction over the last-mentioned group.

settled today (Wednesday) at a meeting held for the purpose of the War Labor Board in N. Y. The IA claims cashiers as part of jurisdiction over the living units, downed and cashiers.

Hyman Goldfinger, widely known labor attorney who represents the Ashtons & Cashiers' Guild, is acting for the newly-formed RKO managers union, while Goldwater & Flynn is representing the RKO cashiers, which is said to have resisted organization of its managers, assistants and cashiers.

Managers' Jurisdiction

Managers' Jurisdiction

The cost of film entertainment has been up of added taxes, plus a general shift in the market, plus admission to more theatres since April 1, 1943, has been up 10% to 15%.

While Easter week, and prior to that, Holy week, are two bad ones upon a year, the industry feels that there is no indication that the first two weeks of the new 2044 has had much effect. Figures would indicate instead that not only are grosses running ahead of last year's at this time, but also, the volume of business has not fallen off.

While attendance could drop a little, in the gross level, volume can be maintained unless ticket prices are raised, which is immediately foreseen, however.

The average of gross for the first quarter this year on a country-wide basis ran 5% to 10% ahead of the same quarter January, February, March) in 1943, according to best available figures and comparisons.

Creking all records for the N. Y. market, the Par, which has been in operation; both as to length of run and gross in that time, "Lady Cugat-Murphy" with a \$800,000 gross, is the longest running picture in the city.

## LADY CUGAT-MURPHY'S 9 WKS., N. Y. PAR MARK

Creking all records for the N. Y. market, the Par, which has been in operation; both as to length of run and gross in that time, "Lady Cugat-Murphy" with a \$800,000 gross, is the longest running picture in the city.

Since the Par, of which, Bob Weismann is managing director, opened in the city, it has had a gross of \$780,000.

Paranorm circuit flagship will be the picture, "Star Spangled Rhythm," had gone as far as eight weeks at the house, which is a record for the Par.

Since the Par, of which, Bob Weismann is managing director, opened in the city, it has had a gross of \$780,000.

## Famous Players (Can.)

## Net \$1,348,450 in 1943

Montreal, April 18.—An increase of 1943 net income but only slightly higher net profits are shown by Famous Players (Canada) Ltd. for the year ended Jan. 1. Consolidated net profit was \$1,348,450 compared to \$1,270,710 in previous year. Profit equaled - \$33.3 per share against \$29.6 a share in 1942.

The company's earnings and other income totaled \$1,072,330 against \$1,000,000 in 1942. The increase was by an increase in taxes, \$2,434,124 against \$1,550,636. Dividend payments were \$136 per share against \$125 per share in the previous year. Funded debt was reduced approximately \$500,000 to \$5,991,937.

## Shorts Producer's \$4,500

## Suit Against Universal

Suit against Universal Picture Corp. for \$4,500 for alleged breach of contract was disclosed Monday (17) by Judge Charles McLaughlin of the New York Supreme Court. Justice Charles B. McLaughlin granted the film company a withdrawal of the suit.

According to the complaint, action was brought by the producers of "Goofy" and "The Goofy" shorts, which were made under the contract when it made an advance payment from one of the prints, and was made for the first time on May 18, 1942, it is alleged. Breach was made by the company in counting in connection with the agreement.

## DICK TRACY GOES RKO

Hollywood, April 18.—

RKO has acquired film rights to the Dick Tracy story from Chester Gould. Studio figures, which would feature two years around the cartoon detective.

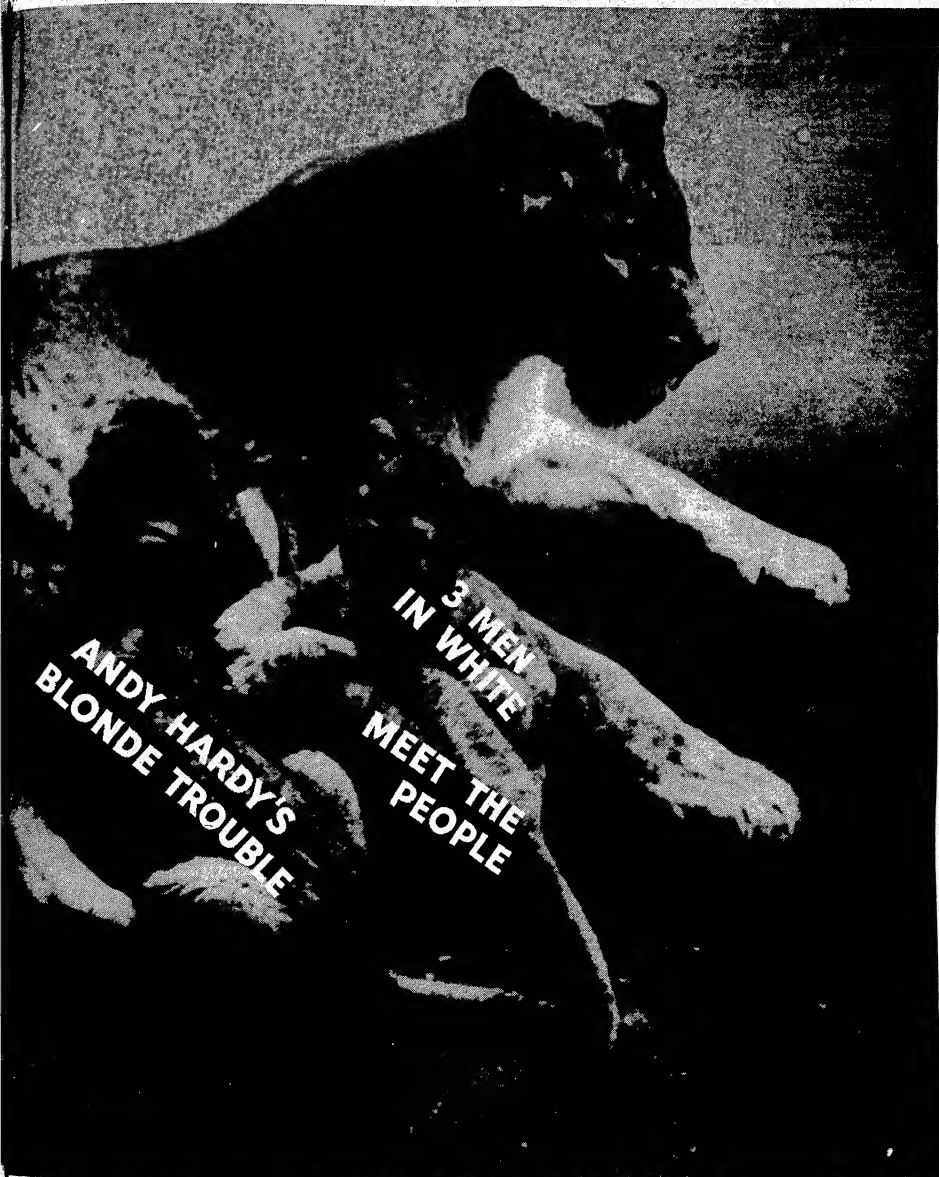




*SPRINGTIME 5*

Charles Boyer, Ingrid Bergman, Joseph Cotten in "GASLIGHT" with Dame May Whitty, Angela Lansbury, Barbara Everest. • Screen Play by John Van Druten; Walter Reisch and John L. Balderston. • Based Upon the Play by Patrick Hamilton Directed by George Cukor. Produced by Arthur Hornblow, Jr.





ANDY HARDY'S  
BLONDE TROUBLE  
3 MEN  
IN WHITE  
MEET THE  
PEOPLE

"TWO GIRLS AND A SAILOR" with Van Johnson, June Allyson, Gloria DeHaven, Jose Iturbi, Jimmy Durante, Gracie Allen, Lena Horne • Harry James and His Music Makers with Helen Forrest • Xavier Cugat and His Orchestra with Lina Romay • Tom Drake, Henry Stephenson, Henry O'Neill, Ben Blue, Carlos Ramirez, Frank Sully, Albert Coates, Donald Meek, Amparo Novarro, Virginia O'Brien • Wilde Twins • Original Screen Play by Richard Connell and Gladys Lehman • Directed by Richard Thorpe Produced by Joe Pasternak

"ANDY HARDY'S BLONDE TROUBLE" with Lewis Stone, Mickey Rooney, Fay Holden, Sara Haden, Bonita Granville, Jean Porter, Kye Luke and Herbert Marshall Screen Play by Harry Ruskin, William Ludwig and Agnes Christine Johnson • Directed by George B. Seitz

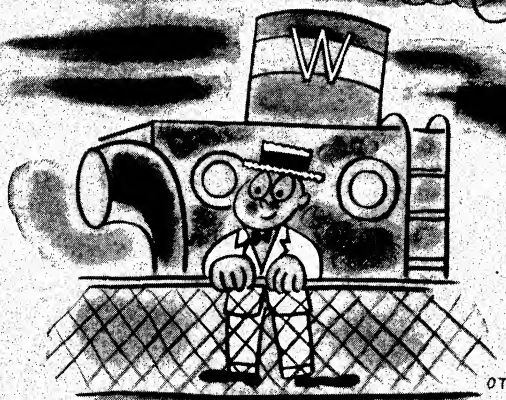
"MEET THE PEOPLE" Starring Lucille Ball, Dick Powell, with Virginia O'Brien, Bert Lahr, "Rag" Ragland, June Allyson and Vaughn Monroe and His Orchestra • Spike Jones and His City Slickers • Screen Play by S. M. Herzog and Fred Saidy Directed by Charles Reisner Produced by E. Y. Harburg

"THREE MEN IN WHITE" with Loretta Barrymore, Van Johnson, Marilyn Maxwell, Keye Luke, Ava Gardner, Alvin Kruger, "Rag" Ragland Original Screen Play by Martin Berkeley and Harry Ruskin • Directed by Willis Goldbeck





**Y'know, passage to Marseille  
takes a lot of Time....**



**3rd MONTH ALREADY AT THE N.Y. HOLLYWOOD**

STRICTLY FROM **WARNERS!**

Jack L. Warner, *Executive Producer*

**HUMPHREY BOGART** in **'PASSAGE TO MARSEILLE'** **CLAUDE RAINS • MICHELE MORGAN • PHILIP DORN • SYDNEY GREENSTREET • HELMUT DANTINE • PETER LORRE • GEO. TOBIAS**

A **HAL B. WALLIS** Prod'n

Screen Play by Casey Robinson & Jack Melfitt • From a Novel by Chas. Nordhoff & James Norman Hall • Mus'd by Max Steiner

Directed by **MICHAEL CURTIZ**







The poster features the word "Mark" in a large, bold, hand-drawn font with horizontal hatching. To the right of the word, there are several checkmarks and a large exclamation mark. Below the word, the text "MAY 6th" is written in a similar hand-drawn style. The entire poster is enclosed in a thick black border with decorative stars and lines.

# Mark

MAY 6th

*A great Warner date!*

—Theatre WAC Recruiting May 11-17, Cooperated

# 'Buffalo Bill' Tops L. A. in At Socko \$65,000; 'Cover' Great 51G For Two, 'None Escape' \$39,500 in 3

Los Angeles, April 18.—"Cover Girl" is outstanding circuit hit with great grosses in two houses. This is comparatively better than "Buffalo Bill," which also is in top money with grosses in four theatres. "None Shall Escape" (M-G) and "Swing Fever" (M-G) are in three spots. "Uninvited" shapes "None Shall Escape" in two theatres, while "Harvest Moon" likely will hit \$46,000 in three Warner houses second session.

**Estimates for This Week**  
Carley Circle (R-CO) (2,106; 50-51)—"Buffalo Bill" (20th). Banquet \$2,500. Last week, "Broadway Rhythm" (M-G) and "Rose Rhythm" (Rep.) good \$7,700.

Chance (Gramm-WC) (2,034; 50-51)—"Buffalo Bill" (20th). Smooth "None Shall Escape" (M-G) and "Broadway Rhythm" (M-G) and "Rose Rhythm" (Rep.) good \$7,700.

Downtown (WB) (1,800; 50-51)—"Harvest Moon" (WB) (2nd wk). Last week, "None Shall Escape" (M-G) and "Swing Fever" (M-G) good \$7,700.

Egyptian (F-WC) (1,335; 50-51)—"None Shall Escape" (M-G) and "Whisper" (Col.). Last week, "Phantom Lady" (WB) (2nd wk). Last week, "Phantom Lady" (WB) (2nd wk). Last week, "Phantom Lady" (WB) (2nd wk).

Fourth Star (U-A-W) (900; 50-51)—"Private Harrow" (M-G) and "Swing Fever" (M-G). Last week, "None Shall Escape" (M-G) and "Swing Fever" (M-G) good \$7,700.

Hawaii (G&H) (1,100; 50-51)—"None Shall Escape" (M-G) and "Whisper" (Col.). Last week, "Phantom Lady" (WB) (2nd wk). Last week, "Phantom Lady" (WB) (2nd wk). Last week, "Phantom Lady" (WB) (2nd wk).

Hollywood (WB) (2,756; 50-51)—"Harvest Moon" (WB) (2nd wk). Last week, "None Shall Escape" (M-G) and "Swing Fever" (M-G) good \$7,700.

Imperial (D-Town-WC) (2,200; 50-51)—"None Shall Escape" (M-G) and "Whisper" (Col.). Last week, "Phantom Lady" (WB) (2nd wk). Last week, "Phantom Lady" (WB) (2nd wk). Last week, "Phantom Lady" (WB) (2nd wk).

Los Angeles (WB) (2,756; 50-51)—"Harvest Moon" (WB) (2nd wk). Last week, "None Shall Escape" (M-G) and "Swing Fever" (M-G) good \$7,700.

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## Broadway Grosses

**Estimated Total Gross**  
This Week.....\$57,500  
(Based on 15 theatres)  
Total.....\$443,200  
(Last year on 13 theatres)

## 'Gung Ho' Vaude

## Tops Huk, 30½G

Boston, April 18.—Average hit this week, much rain and rainy weekend turning. Despite this, "Up in Arms," at the Memorial, broke in, with "Gung Ho," at the Boston, and "None Shall Escape," at the Boston, also is strong at the Boston. Lowe's is fairly strong with "Lost Angel."

**Estimates for This Week**  
Boston (RKO) (3,200; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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## 'Lady' Grand \$17,000, Two Port. Spots, 2d Wk.

Portland, Ore., April 18.—Mostly mediocre this week, but "Lady in Dark" stand-out in two houses. "Guy Named Joe" and "Ali Baba" also strong in second sessions.

**Estimates for This Week**  
Broadway (J. J. Parker) (1,000; 40-80)—"Ali Baba" (WB) (2d wk). Trim \$5,500. Last week, "Broadway Rhythm" (M-G) and "Rose Rhythm" (Rep.) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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# 'Old Block'-Kaye Giant \$20,000; Mpls.; 'Rhythm' Fast 15G, Joe Loud 11G, 2d

## Key City Grosses

**Estimated Total Gross**  
This Week.....\$231,600  
(Based on 24 cities, 192 theatres, chiefly first runs, including "None Shall Escape" (M-G) and "Swing Fever" (M-G))

**Total Gross Same Week**  
Last Year.....\$235,500  
(Based on 26 cities, 185 theatres)

## 'Higher-Spivak'

## Nwow 25G, Pitt.

Pittsburgh, April 18.—Only two new films in town this week, "Higher-Spivak" and "None Shall Escape" (M-G) with Charlie Spivak's band on stage, and "None Shall Escape" (M-G) with Charlie Spivak's band on stage, and "None Shall Escape" (M-G) with Charlie Spivak's band on stage.

**Estimates for This Week**  
Pittsburgh (RKO) (2,000; 50-51)—"Higher-Spivak" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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**Estimates for This Week**  
Minneapolis (RKO) (2,000; 50-51)—"Higher-Spivak" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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## 'PASSAGE' ROUSING 24G, TOP CLEVE, PIX

Cleveland, April 18.—Martha Raye is helping "Auntie" to satisfaction, gross at Palace, but "Passage to Marseille," at the Palace, is the most successful. Second stanza of "Lady in Dark" still is much in demand in two houses.

**Estimates for This Week**  
Allen (RKO) (3,000; 44-86)—"Passage to Marseille" (M-G) (2d wk). Strong \$20,000. Last week, "Private Harrow" (M-G) and "Swing Fever" (M-G) good \$7,700.

Hipp (Warners) (2,000; 44-86)—"Passage to Marseille" (M-G) (2d wk). Strong \$20,000. Last week, "Private Harrow" (M-G) and "Swing Fever" (M-G) good \$7,700.

Hipp (Warners) (2,000; 44-86)—"Passage to Marseille" (M-G) (2d wk). Strong \$20,000. Last week, "Private Harrow" (M-G) and "Swing Fever" (M-G) good \$7,700.

## Inkspots Tilt 'Falcon'

## To Torrid \$42,000 In Frisco; Top Pic 26G

San Francisco, April 18.—Town is mostly holdover currently. One new straight films, "In Our Time" (RKO), at the Palace, and "Falcon Out West," being boosted to small session by vaude headed by the "Falcon Out West."

**Estimates for This Week**  
Fox (F-WC) (4,000; 55-85)—"Harvest Moon" (WB) (2nd wk). Strong \$20,000. Last week, "Private Harrow" (M-G) and "Swing Fever" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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## 'Lady, Bright \$23,000, Tops D. C.; Sullivan's Plus Vaude, Dull 19G

Washington, April 18.—"Lady in Dark" leads the city this week, with "RKO" (2d wk). Good \$23,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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## 'Hargrove' Best Bet In K. C., 18G; 'Buffalo Bill'

## Big 16G, 'Lady' 13G, 2d

Kansas City, April 18.—Grosses at deluxers continue high, but the big picture is "None Shall Escape" (M-G) at the Midland with "Buffalo Bill" (20th) continuing good grosses. Uptown and Fairway, not far from Penn. "Lady in Dark" (2d wk) is still strong.

**Estimates for This Week**  
Kansas City (RKO) (2,000; 50-51)—"None Shall Escape" (M-G) (2d wk). Strong \$20,000. Last week, "Private Harrow" (M-G) and "Swing Fever" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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## 'Arms'-Vaude Boffo \$21,000 in THIN BALTO

Baltimore, April 18.—Big fair held well this week, "Up in Arms" and vaude vaude registered extra well at the combo. Huk, also attracting some trade is "The Importer" at Keith's. Rest of list is fair.

**Estimates for This Week**  
Century (Loews-U-A) (2,000; 50-51)—"Up in Arms" (RKO) (2d wk). Strong \$21,000. Last week, "Private Harrow" (M-G) and "Swing Fever" (M-G) good \$7,700.

Cambridge (RKO) (2,000; 50-51)—"Gung Ho" (RKO). Great \$25,000. Last week, "Up in Arms" (RKO) and "None Shall Escape" (M-G) good \$7,700.

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# Inside Stuff Pictures

(Continued from page 8)

theatres. Pressure brought to bear on what Congress would do to the appropriations resulted in a change of plans. Congressional staffs will have their aircooled as usual.

RKO, which is distributing "The Yellow Canary" in this country, has edited the film from its original length of 16 minutes to 14. It's a Herbert Wilcox mystery-thriller. Made in England as part of the company's production schedule to meet its British quota, picture is the 18th from the team of Wilcox and Anna Neagle, who stars.

Shown in London starting in October last year, "Canary" has been lying on shelf in U. S. due to backlog of RKO product for past six months.

Continuing some kind of record for picture preparation, one year will have passed between time production was started and cameras began rolling on Lloyd C. Douglas' best-selling novel, "The Reckless." Shooting on the Frank Ross production for RKO now has been pushed back to October, thus making elapsed time span just 15 months. Period isn't considered too long, however, in view of the fact that costumes had to be prepared for the picture and research had to be done on clothing of Biblical period. Western Costume had to make over 7,000 costumes alone, because there wasn't a sufficient quantity available.

Big saving to use of color in feature productions is shown in recently issued annual statement of Technicolor, Inc., which revealed net income of \$1.2 per share against 41c in 1943. In 1943 company handled 125,000,000 feet of Technicolor film as compared with 40,000,000 six years ago and 5,000,000 feet in 1932.

Indicative of substantial position which film company shares now hold in financial circles is the Wall Street report over the weekend that an investment trust decided to list large holdings by purchasing lots of film stocks. Buy-in included Loew's, Universal, 20th-Fox and Paramount.

Sam Goldwyn has sold Puerto Rican release rights to 31 of his productions to Rafael Ramon Cobian, including films ranging from "Bulldog Drummond" to "The Westerner." Henry R. Arias, and George Callahan acted as agents in the negotiation.

New York city theatres, during the first year of the campaign to secure blood donors, secured 53,989 volunteers. Drive was started by 10 N. Y. exhibits in February, 1943.

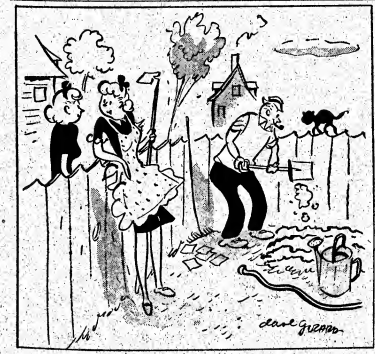
Purchase of 9,999 shares of Loew common last March 27 brought holdings of Nick Schenck, corporation vice, to 10,913 shares, second SEC report reveals.

## AIR - LAND - SEA WAR RISK

WORLD WIDE TRAVEL-COLLECTOR INSURANCE  
IMMEDIATELY AVAILABLE in large amounts either directly or through American Insurance companies. Ask our nearest office for a copy of "Travel-Accident Insurance," best without obligation. If your problem is urgent, phone or write for a quotation.

## PARKER & CO.

AMERICAN TYPE-SETTING CORPORATION  
100 N. 4th St., N. Y. 10  
Established 1898  
Parker & Co. is the largest and most complete type-setting and composition plant in the United States.



"Our Victory Garden is going to be twice as big this year. That's Wheaties for you!"

Learning potato-bugs, superweeds, commando-type hens... what concern the true Wheaties man? Fortified by The Cereal, he gamely guards

## Selnick Agency Gets New Directors Board

Hollywood, April 18. Charles Morrison, new operations chief of the Myron Selnick agency, will be advised by a new board of directors, three members of which are clients of the company.

Gene Fowler will represent the writers, William Powell the actors and George Marshall the directors. Other board members are Lester W. Roth and Morrison.

## Small Sets 'Lorna Doone'

Hollywood, April 18. Edward Small will produce "Lorna Doone" based on the old R. D. Blackmore novel and last filmed by Fred Niblo 11 years ago with Madeleine Bellamy in the name role.

Charles Bennett, assigned to the screenplay, shoves off for England next month to get an eyeful of the book's locale and to do a writing course for the British government.

## LEWIS' NEW U BERTH

Hollywood, April 18. Universal upped Gene Lewis to an associate producer berth after a year on the lot as writer and dialog director.

First job for Lewis under the new pact will be to develop an original story written by himself.

## Ignoring Church In Distributing Health Pic

Hollywood, April 18. Anti-syphilis educational film, "To the People of the U. S.," is being distributed to theatres despite protest of League of Decency.

Film was made at request of the U. S. Public Health Service and the California State Department of Public Health by Walter Wanger, a non-profit venture. U. S. Public Health and OWI withdrew the film at the former's request, on the grounds of national distribution, but the State Health Department is going through with its plan to make the film available for theatres.

N. Y. State is likewise ignoring the church tab.

## MICHIGAN GETS FIRST NEW THEATRE IN YEARS

Detroit, April 18. Because of special needs of Willow Run, where Ford Motor Co. built its huge airplane plant, Michigan will get first new theatre in 20 years. E. C. Bestzy, president Butterfield circuit, announced plans for 1,800-seat house, which will operate chiefly as a film theatre with stage shows occasionally. As evidence of government's recognition of theatre needs in such new areas, priorities will permit the house to be ready for opening within 60 days.

Plans for new theatre came after government report that this area sorely needed recreational facilities.

## Rogell Will Carica 'Brazil' for Republic

Hollywood, April 18. Al Rogell, vice Republic director, was reinstated by Herbert J. Yates as of March 15, when he drew a suspension for refusing to direct "Brazil."

At that time Rogell refused to handle the film because of technical changes he wanted made in script. Spot rewrites have been substituted according to Rogell's demands and film will be shot with him holding reins now.

## Frank's Indie 'Goebbels' May Determine Release

Minneapolis, April 18. W. R. Frank, localite, is gambling with his first solo screen production, "The Private of Paul Joseph Goebbels," which, he asserts, amounts to approximately \$500,000. He has made a deal to have two Twin City Paramount circuit houses, the Minneapolis Century and the Paul RKO Orpheum, show film and it's expected that the results will determine the film's fate as an national distribution is concerned.

Prior to making the deal with his Minneapolis competitor, John J. Frank, Paramount circuit president, Frank had been dickering with United Artists and 20th-Fox to distribute the picture, but so far there has been no soap.

## 20th's Future Papas

Hollywood, April 18. Male division of the Stork Derby at 20th-Fox registered another entry last week when Arthur Space, contract player, blushingly announced his expectant fatherhood in October, fetching the list of paternal anxieties up to six. Hitherto the femme stars on the lot had been getting all the publicity.

Other male players preparing to lend out signs are Dick Haymes, Dave Willock, Henry Morgan, Greg O'Peck and Bill Morgan.

## Blumberg in Cal. Now

Nate Blumberg, Universal prexy, left for the Coast Friday (14) after being in N. Y. about two months on his usual winter visit.

Blumberg suffered a flu attack the last week in the east, and was in bed most of time, recovering sufficiently to make the train trip.

## HARRIS HIKED

Hollywood, April 18. Paramount upped Lou Harris, formerly in charge of trailers, to the status of producer on new series of Technicolor "Musical Parades."

First chore under the new arrangement will be "Happy Day," starting next week.

## More Femmes in Exchanges Replace Draftees; Transfers in Albany

Femmes continue to figure heavily in industry pots here. Latest change and Judy Thomas, manager Jacobs City theatre; Donna Dreyer, manager Mercury; John Milton Garden, booker for Stone; Mrs. Joseph Morris, manager Lakewood; Mrs. J. H. Morris, manager Broadway and Mrs. Laura Schaffer, head cashier.

Other new posts are Charles Collins, manager Madison; Bob Salter, manager Regent; Walter Tucker, manager Regal; Herman Jordan, manager Vee; Duke Edwards, now office manager RKO; Walter Grey, circuit booker RKO; Jack Bennett, manager Majestic; George Lauriat, manager Courtney; Frank B. Hall, manager Majestic, in Wyandotte; Herman Howell, manager Delray; and William Voorhees, manager Northtown, Flint.

Krumenacker's Shift Albany N. Y. April 18. Paul S. Krumenacker, branch manager of the Warner-Vitaphone exchange for six years, transferred to Pittsburgh. His successor here is Ray S. Smith, formerly branch manager for the company in Albany (eight years ago) and Buffalo. He returned to Albany from Boston in 1942 as a special sales representative.

Associate gave Krumenacker "a farewell dinner." He worked in Pittsburgh for 10 years, then transferred to Albany. Krumenacker requested a transfer to be near his two daughters in school and because his wife had not been in good health here.

Tom Creedy, one-time national open camp, now head booker Paramount here.

Gross Vice Zagrains in Philly Philadelphia, April 18. Sam Gross, branch manager for Fox-Fox, appointed Charles Zagrains the distributors division for the Philly War Activities Committee. He succeeds Charles Zagrains, RKO branch head.

Associate gave Shuttered Roxy, South Philly, reopened under the aegis of Harrison interests. House formerly under lease to Stanley Warner. Annual spring meeting of Allied States held in Philadelphia May 17. Martin G. Smith, new prexy, presided.

Los Columbianos new manager of

S-W Stanton. Howard Krumenacker shifted from Lindley to Lame by Warner.

The Collingswood, Collingswood, N. Y. closed over weekend for refurbishing.

Gez Hartman, manager Princess, Camden, N. J., shifted to Genesee.

## Bovin Gets Midland, K. C.

Columbia, Mo. April 18. Russell A. Bovin, 13 years manager of Loew's Ohio, named manager of Loew's Midland, Kansas City, announced Allen Sparrow, western division manager. He succeeds William Elder, who shifts here. Born came to Columbus from Canton, Ark., and previously managed Loew's houses in Pittsburgh and Harrisburg. Variety Club, of which Bovin was second v-p., staged a farewell party for him Saturday (15).

## Phil Theatre Changes

Pittsburgh, April 18. Eddie Selette, with WB in Albany seven years, the new manager of the Phil Theatre, is now Phil Graner, former Ross-Federal Service manager, now Mono salesman here, covering Erie territory. Frank Dima to Mono as West Virginia sales rep.

Jack Withers returned to PBC as salesman, had been with RKO. Tom Bone, former manager State, Erie, returning to theatre but not here, covering Erie territory. Harold Harmon, who died recently.

Miss M. E. Shivey, managing Mid-State Theatres, Clarksburg, Pa., with Manager William K. Jackson now in service.

Fred Fisher, manager Mid-State's State, Erie, returning to theatre, with his wife taking over.

Nat Nuttink new manager Warner's Ambridge, Pa. theatre, replacing Don Wermuth.

## New Schine Manager in Rochester

Rochester, N. Y., April 18. William H. Schine, former Schine's Northern Ohio district manager, replaces Harry Long as Schine city manager here. Long goes to Ohio spot.

And Fred, former assistant manager RKO Temple, made manager Schine's Delta, replacing Ray Seaman, to Army.

## 20TH CENTURY-FOX Presents

### "SONG OF BERNADETTE"

Continuous Performance  
Doors Open 9:30 A.M.  
RIVOLI B'way & 49th St.

## Humphrey Bogart in Warner Bros. Hit!

### "Passage to Marseille"

with Claude RAINS & Michele MORGAN  
DOLAN GREENE  
HOLM DANFORTH  
GEORGE TOULSON  
HOLLYWOOD  
Continues - Opens 10 A.M. - 5 way & 51st St.

## PALACE 57th St.

STARTS TOMORROW  
Anna NEAGI  
DOLAN GREENE  
"YELLOW CANARY"

## "BUFFALO BILL"

A 20th Century-Fox Picture  
Big Show  
ROXY  
20th St.

## THAT'S ANOTHER DAY

THU. APR. 20  
OX BURNEN  
JOE POWELL  
HOLLYWOOD  
FIVE 10-10-10  
HEAVENLY BODY  
JAMES CRAIG

## JERRY WAYNE C-LOCK & SULLY

THU. APR. 20  
OX BURNEN  
JOE POWELL  
HOLLYWOOD  
FIVE 10-10-10  
HEAVENLY BODY  
JAMES CRAIG

## ERROL FLYNN PAUL LUKAS

### "UNCERTAIN GLORY"

In Person  
TED LEWIS and Orch.  
and STAR-STUDDED REVUE  
B'way & 47th St. STRAND

## SEE HERE, PRIVATE HARGROVE

ASTOR  
5 MAY 10-10-10  
CONTINUOUS  
SHOWS WITH A L.A. POPULAR PRICES!

## RADIO CITY MUSIC HALL

### "COVER GIRL"

Spectacular Stage Productions

## VICTORIA THEATRE

Breakaway at 44th Street  
Entire Audience Present

## "Knickerbocker Holiday"

Starring CHARLES COBURN

## IN PERSON OWEN SULLIVAN

IN PERSON OWEN SULLIVAN  
MAYNARD  
ARTHUR BAKER  
FRANKIE CARLE  
AND OTHERS  
Capitol  
BROADWAY  
RHYTHM  
Cap. Murphy - Jimmy Jones







# Network Commercial Data, Estimated Program Costs: 1944

(Night-time and Day-time Overall Costs Include Production Expenses, Actors, Musicians, Writers, Royalties, Freelance Directors, Transportation, Prizes, Etc., But Not Radio Time)

PROGRAM	COST	ACCOUNT	AGENCY	NETWORK	AIRTIME	PRODUCER	WRITER
"A Date With Judy"	\$3,500	Tuna	Rosch, Wmns. & Cunningham	NBC	Tues. 8:30-9 p.m.	Heien Leick	Allen Leick
Abbott & Costello	11,000	Camel	Wm. Edly	NBC	Sun. 10:30 a.m.	Mon. 10:30 a.m.	# (See below)
"Abie Lincoln's Story"	2,500	Small Bus. Men's Assoc.	Schwimmer & Scott	Mutual	Sun. 4:30-5 p.m.	Alan Fishburn	Carl Haverlin
"Able's Irish Luck"	6,500	Procter & Gamble	H. W. Kantor	NBC	Sat. 8:30-9 p.m.	#	#
"Albion Family"	1,500	General Foods	Young & Rubicam	NBC	Sat. 10:30 p.m.	Ed Dineen	#
"All Time Hit Parade"	10,000	Lucky Strike	Foots, Cone & Belding	NBC	Fri. 8:30-9 p.m.	Eve Strahorn	Lee Strahorn
Fred Allen	14,000	Tecnes	Buehman	CBS	Sun. 9:30-10 p.m.	Walter Butcher	Walter Butcher
"Amanda Honey-moon Hill"	1,500	Phillips Chem.	Dancer, Fitzgerald	NBC	Sat. 11:15-11:30 a.m.	Steve Gross	Jan Pierce
"America in the Air"	2,200	Wrigley	J. Walter Thompson	CBS	Sun. 6:30-7 p.m.	Lies Weinrot	Lies Weinrot
"American Album"	3,100	Bayer	Dancer, Fitzgerald	NBC	Sun. 9:30-10 p.m.	Frank Hummert	Frank Hummert
"American Melody Hour"	1,900	Bayer	Dancer, Fitzgerald	NBC	Tue. 7:00-8 p.m.	Paul Himmelf	Paul Himmelf
"American Women"	1,900	Wrigley	Arthur Meyerhoff	CBS	M-F, 5:45-6 p.m.	Bobby Brown	D. F. Huxley
"Amos 'n' Andy"	9,000	Levee Bros.	Ruttmann & Ryan	NBC	Fri. 10:30-10:45 p.m.	Murray Bold	Murray Bold
"Jack Armstrong"	1,700	General Mills	Knos-Reeves	NBC	M-F, 8:30-8:45 p.m.	John Jones	Irvine J. Crimp
"Armstrong Theatre"	2,500	Levee Bros.	B. B. D. & O.	CBS	Sat. 12-12:30 p.m.	Kenneth Webb	Kenneth Webb
"Art Jans"	2,500	Wander Bread	Ruttmann & Ryan	CBS	M-F, 11:45-11:55 p.m.	Mrs. Pat Bowman	Mrs. Pat Bowman
"Bachelors' Children"	1,600	Phillips Chem.	Arthur Meyerhoff	CBS	M-F, 10:45-11 p.m.	Russ Young	Best Fynn
"Backstage Wife"	1,600	Levee Bros.	Dancer, Fitzgerald	NBC	Mon. Tu., 4-4:15 p.m.	Lois Jacobson	Albert Bannister
Leonard Barrymore	5,500	Levee Bros.	Ruttmann & Ryan	CBS	Wed. 8:30-9 p.m.	Don Calks	Don Calks
"Beat the Band"-Hilldegate	5,500	Rohlein	Russell M. Seides	NBC	Wed. 8:30-9 p.m.	Jack Sampson	Myron Golden
Jack Benny	22,500	General Foods	Young & Rubicam	NBC	Sun. 7-7:30 p.m.	John Jones	John Jones
Jack Herby	1,400	Kellogg	Kenyon & Eckhardt	Mutual	M-F, 10:15-10:30 a.m.	Tom Green	Rec. Lutz
Edgar Bergen	12,000	Standard Brands	J. Walter Thompson	NBC	Sun. 8:30-8:45 p.m.	Anthony Stanford	Anthony Stanford
"Big Sister"	2,000	Levee Bros.	Ruttmann & Ryan	NBC	M-F, 12:15-12:30 p.m.	Thomas Victor	Julian Funt
"Big Town"	2,500	Fronted Yeast	Arthur, Ryan & Lusk	Blue	Tues. 8-8:30 p.m.	Jerry McGill	Ed Zinder
"Blind Date"	3,000	Lehn & Fink	Wm. Edly	Blue	Mon. 8:30-9 p.m.	Helen Phillips	Ken Routh
"Blonde"	1,600	Minneapolis-Hwy. City	Wm. Edly	CBS	Mon. 7:30-8 p.m.	Don Bernard	John Green
"Blue Jockey Club"	1,600	Allis-Chalmers	Compton	Blue	Sat. 11-11:30 a.m.	Adelson Amor	Ira Marion
Boston Symphony	12,000	Chrysler	Ruttmann & Ryan	CBS	Tu. 8:30-9 p.m.	Major Boyes	John Knight
Major Boyes	2,200	Procter & Gamble	Kenyon & Eckhardt	CBS	M-F, 11:30-11:45 a.m.	Tom Green	Ruth Bannister
"Brave Tomorrow"	1,500	Procter & Gamble	Kellogg	Blue	M-F, 11-11:15 a.m.	John Jones	John Jones
"Breakfast at Sardi's"	5,500	Levee Bros.	Kenyon & Eckhardt	NBC	Sun. 8:30-8:45 a.m.	Tom Green	Tom Green
"Breakfast Club"	5,450	Kellogg	Kenyon & Eckhardt	NBC	M-F, 8:45-10 a.m.	John Jones	John Jones
"Breakfast Club"	5,450	Kellogg	Kenyon & Eckhardt	NBC	M-F, 8:45-10 a.m.	John Jones	John Jones
"Bright Horizon"	2,000	Levee Bros.	Young & Rubicam	CBS	M-F, 11:30-11:45 a.m.	Ralph Butler	Ted Maxwell
"Broadway Matinee"	2,000	Over-Indiana Glass	J. Walter Thompson	CBS	M-F, 4-4:30 p.m.	Alfred Holland	Alfred Holland
"Broadway Showtime"	6,500	Baillanline	J. Walter Thompson	CBS	Mon. 10:30-11 p.m.	Ed Ruse	Ted Hedeker
Brown & Allen	5,500	Levee Bros.	Young & Rubicam	NBC	Tu. 9:30-9 p.m.	Tom Tullinger	Ted Maxwell
Bob Burns	8,000	Levee Bros.	Ruttmann & Ryan	NBC	Th. 10:30-11 p.m.	Shirley Stone	Paul Conlan
Judy Canova	4,300	Colgate	Sherman-Margulies	CBS	Tu. 8:30-9 p.m.	Carlson Alsop	Paul Conlan
"Can You Top This?"	12,500	Colgate	Ted Bates	NBC	Wed. 8:30-9 p.m.	John Clark	John Clark
Edie Cantor	12,500	Bristol-Myers	Young & Rubicam	NBC	Wed. 8:30-9 p.m.	John Clark	John Clark
"Capt. Midnight"	1,500	Ovaline	Idell-Blackett	NBC	Mon-Fri. 5:45-6 p.m.	Allan Willis	Robert Burt
"Carnation Hour"	1,500	Carnation	Idell-Blackett	NBC	Mon. 10:30-10:45 p.m.	Harry Galt	Harry Galt
Jack Carson	7,500	Campbell Soup	Foots, Cone & Belding	NBC	Wed. 8:30-9 p.m.	Mon. 8:30 p.m.	Henry Taylor
"Cavalade of America"	7,000	De Pout	B.B.D. & O.	NBC	Mon. 8:30-9 p.m.	Howard Fickett	Howard Fickett
"Climber Music Society"	4,000	Jergens	Lenore Mitchell	NBC	Sun. 10:15-10:45 p.m.	Thomas MacAvly	Thomas MacAvly
"Cities Service Concert"	4,000	Cities Service	Foots, Cone & Belding	NBC	Fri. 8:30-9 p.m.	John Jones	John Jones
"Columbia Theatre"	3,000	Anchor-Hocking Glass	Wm. H. Weintraub	CBS	Sat. 5:30-6 p.m.	John Jones	John Jones
"Correlation Phase"	3,000	Levee Bros.	Wm. H. Weintraub	CBS	Sat. 5:30-6 p.m.	John Jones	John Jones
"Costa Blanca Carnival"	6,000	Schenley Import	Wm. H. Weintraub	CBS	Wed. 10:30-11 p.m.	John Jones	John Jones
"Crime Doctor"	3,500	Philip Morris	Blow	CBS	Sun. 8:30-8:45 p.m.	John Jones	John Jones
"Dad Croby"	1,000	Old Gold	J. Walter Thompson	Mutual	Sun. 10:30-11 p.m.	John Jones	John Jones
Naxos Cugat	1,000	Dibonnet	Wm. H. Weintraub	Mutual	Wed. 8:30-9 p.m.	John Jones	John Jones
"Dish Dances"	1,000	Phillips Chem.	Dancer, Fitzgerald	NBC	M-F, 4:15-4:30 p.m.	John Jones	John Jones
Jean Davis-Jack Haley	10,000	Solect	McCann-Erickson	CBS	Tues. 8:30-9 p.m.	John Jones	John Jones
"Death Valley Days"	2,000	Borax	McCann-Erickson	CBS	Tu. 8:30-8:45 p.m.	John Jones	John Jones
Dr. Christian	4,000	Yaseline	McCann-Erickson	CBS	Wed. 8:30-8:45 p.m.	John Jones	John Jones
"Doctor J. Q."	4,000	Vicks Chem.	Grant	NBC	Mon. 8:30-9 p.m.	John Jones	John Jones
"Double or Nothing"	3,000	Pharmeco	Ruttmann & Ryan	Mutual	Fri. 9:30-10 p.m.	John Jones	John Jones
"Horton Downey"	3,000	Coca-Cola	D'Arcey	NBC	M-F, 9:30-10 p.m.	John Jones	John Jones
"Duffy's Tavern"	5,500	Bristol-Myers	Young & Rubicam	Blue	M-F, 9:30-10 p.m.	John Jones	John Jones
Dumpling	5,500	Ken-Zone	Newell-Kennett	Blue	M-F, 9:30-10 p.m.	John Jones	John Jones
Jimmy Durante-Garry Moore	3,500	Camel	Wm. Edly	Blue	Wed. 7:30-8 p.m.	John Jones	John Jones
"Easy Aces"	3,500	Austin	Dancer-Fitzgerald	NBC	Wed. 7:30-8 p.m.	John Jones	John Jones
"Everything for the Boys"	11,500	Electric Auto-Lite	Ruttmann & Ryan	NBC	Tu. 7:30-8 p.m.	John Jones	John Jones
"Famous Jury Trials"	11,500	Williams-Sonnet	Wm. H. Weintraub	NBC	Sat. 11:30-12 p.m.	John Jones	John Jones
"Fashions in Ratings"	1,000	Servel	Needham, Louis & B.	NBC	Tu. 10:30-11 p.m.	John Jones	John Jones
"Fiber McGee & Mally"	1,000	Campagna	Wallace-Perry-Henley	Mutual	Wed. 9:30-10 p.m.	John Jones	John Jones
"First Nighter"	1,000	F. W. Fitch	Wm. H. Weintraub	NBC	Sun. 7:30-8 p.m.	John Jones	John Jones
"Pitch Bandwagon"	3,500	General Mills	Knos-Reeves	NBC	M-F, 10:15-10:30 a.m.	John Jones	John Jones
"Kitty Foley"	3,500	Mutual Benefit & Health	Arthur Meyerhoff	Mutual	Fri. 8:30-9 p.m.	John Jones	John Jones
"Freedom of Opportunity"	4,000	Austin	Dancer-Fitzgerald	NBC	Mon. Tu. 5:45-6 p.m.	John Jones	John Jones
"Friday on Broadway"	4,000	Wreth Chem.	Dancer-Fitzgerald	NBC	Fri. 7:30-8 p.m.	John Jones	John Jones
"Front Page Farce"	4,000	Slain's Liphment	Wenzel & Ledger	NBC	Mon. Tu. 5:45-6 p.m.	John Jones	John Jones
"Gambler"	4,000	Dills Best	Arthur Meyerhoff	NBC	Mon. Tu. 5:45-6 p.m.	John Jones	John Jones
"Gay Nineties"	5,500	Procter & Gamble	Arthur Meyerhoff	NBC	Mon. Tu. 5:45-6 p.m.	John Jones	John Jones
"The Goldbergs"	5,500	Tecbrey	Walker & Downing	Mutual	Sun. 10:30-11 p.m.	John Jones	John Jones
"Good Will Hour"	2,000	Phillips	McCann-Erickson	CBS	Sat. 1:30-2 p.m.	John Jones	John Jones
"Grand Central Station"	3,000	Willie Albert	Needham, Louis & B.	NBC	Sat. 10:30-11 p.m.	John Jones	John Jones
"Grand Ole Opry"	1,500	Kraft	Young & Rubicam	NBC	Sun. 8:30-9 p.m.	John Jones	John Jones
"Great Gladstone"	6,500	Celestine	Wm. H. Weintraub	NBC	Wed. 10:30-10:45 p.m.	John Jones	John Jones
"Great Moments in Music"	6,500	Emerald Radio	J. Walter Thompson	Blue	Sun. 8:30-9 p.m.	John Jones	John Jones
"Green Valley, U. S. A."	1,000	Ford	Knos-Reeves	NBC	M-F, 2:15-2:30 p.m.	John Jones	John Jones
"Goulding Light"	2,000	General Mills	Dance Jones	NBC	M-F, 11:45-12 p.m.	John Jones	John Jones
"David Harum"	2,000	Camel	William Eddy	CBS	Sat. 7:30-8 p.m.	John Jones	John Jones
Bob Hayes	5,000	Barclay-Zonite, Sonier	Erwin Wiley	Mutual	Sun. 8:45-M. F. 9 p.m.	John Jones	John Jones
Cable Heater	400	Gum Laboratories	McKunin	Blue	Sat. 5:45-6 p.m.	John Jones	John Jones
Horace Hillel	400	Idell Dutch	Grant	NBC	Mon. F. 10:30-10:45 a.m.	John Jones	John Jones
"Hello Sweetheart"	2,500	Burjies	Cone & Belding	NBC	Tu. 11:30-12 p.m.	John Jones	John Jones
"Here's to Romance"	4,000	Goodyear	Foots, Cone & Belding	NBC	Tu. 10:30-10:45 p.m.	John Jones	John Jones
"Herk's Ladder Follies"	4,000	Goodyear	Foots, Cone & Belding	NBC	Tu. 10:30-10:45 p.m.	John Jones	John Jones
Bob Hope	4,000	O'Quar Corp.	Dancer, Fitzgerald	NBC	M-F, 2:45-3 p.m.	John Jones	John Jones
"Hot Copy"	2,200	General Mills	Procter & Gamble	NBC	M-F, 7:15-7:30 p.m.	John Jones	John Jones
"Hymns of All Churches"	1,000	Heinz	Compton	CBS	Mon. 9:30-10 a.m.	John Jones	John Jones
"I Love a Mystery"	10,000	Heinz	Compton	CBS	Sat. 8:30-9 p.m.	John Jones	John Jones
"Information Please"	10,000	Colgate	Ted Bates	CBS	Fri. 8:30-9 p.m.	John Jones	John Jones
"Iron Sanelone"	1,500	Phillips Morris	Blow	CBS	Fri. 8:30-9 p.m.	John Jones	John Jones
"It Pays to Be Ignorant"	7,000	Old Gold	J. Walter Thompson	CBS	Wed. 8:30-9 p.m.	John Jones	John Jones
Allan Jones-Frankie Carle	7,000	R. L. Watkins	Dancer, Fitzgerald	NBC	M-F, 11:30-11:45 p.m.	John Jones	John Jones
"Loretta Jones"	7,000	General Foods	Dancer, Fitzgerald	NBC	M-F, 11:30-11:45 p.m.	John Jones	John Jones
"Last Plain Bill"	1,500	Austin	Dancer, Fitzgerald	NBC	M-F, 11:30-11:45 p.m.	John Jones	John Jones
"Keopakes"	1,500	Cartier & Pells	Ted Bates	Blue	Sun. 8:30-9 p.m.	John Jones	John Jones
"Kraft Music Hall"	12,500	Kraft	J. Walter Thompson	NBC	Wed. 10:30-10:45 p.m.	John Jones	John Jones
Kay Kyser	8,500	Lucky Strike	Foots, Cone & Belding	NBC	Tu. 7:30-8 p.m.	John Jones	John Jones
"Let Yourself Go"	2,500	Eversharp	Bow	Blue	Tu. 7:30-8 p.m.	John Jones	John Jones
"Let's Pretend"	2,500	Crown of Wheat	B. B. D. & O.	Blue	Sat. 11:30-11:45 p.m.	John Jones	John Jones
"Life Can Be Beautiful"	2,750	Procter & Gamble	Compton	Blue	M-F, 11:15-11:30 a.m.	John Jones	John Jones
"Life of Riley"	2,750	General Mills	Leo Burnett	Blue	Mon. 8:30-8:45 p.m.	John Jones	John Jones
"Light of the World"	2,750	Aluminum Co. of Amer.	Fuller, Smith & Ross	NBC	Sat. 11:30-12 p.m.	John Jones	John Jones
"Lighted Windows"	2,750	Larus & Bro.	Warwick & Legler	Blue	Sun. 8:30-9 p.m.	John Jones	John Jones
Guy Lombardo	2,750	General Mills	Dancer, Fitzgerald	NBC	M-F, 11:30-11:45 p.m.	John Jones	John Jones
"Long Ranger"	2,750	B. P. Bottoli	Dance Jones	NBC	M-F, 11:30-11:45 p.m.	John Jones	John Jones
"Lora Laxson"	2,750	Miller	White	Blue	M-F, 8:15-8:30 p.m.	John Jones	John Jones
"Lum & Abner"	1,000	Stokely Creek	Cookins & Holden	Mutual	M-F, 1:30-1:45 p.m.	John Jones	John Jones
"Luncheon With Lopez"	5,000	Stokely Creek	Cookins & Holden	Mutual	M-F, 1:30-1:45 p.m.	John Jones	John Jones





## Regrets to Inform 'Ma Perkins' Raises Serial Realism Question

Chicago, April 18. Recent broadcast of a "Ma Perkins" episode, in which she received a telegram from the War Dept. advising that her son had been killed in action, has aroused a storm of protest from listeners all over the country and flooded the sponsors with an avalanche of letters on the subject. Many program production men and other radio execs here have expressed the opinion that writing this incident into the script was bad radio. They take the position that wartime America, with millions of wives and mothers of loved ones overseas and about to enter combat, should not be reminded, on the air, of such grim expectations.

On the other hand, Roy Winsor, supervising director of the show for the Dancer, Fitzgerald & Sample

agency, believes that incidents of this kind cannot be avoided if radio is going to be honest and portray life as it really is. "If it can happen to Mrs. Slattick or Mrs. Smith, why can't it happen to Ma Perkins?" he asked when discussing the matter. "We did not use the death of John Ma Perkins' son as a story device and we do not intend to bring him back in later episodes," he continued. "It's dead, and the point is that we gave Ma Perkins the same problem as other mothers face. We also believe that, in the face of the type character Ma Perkins portrays, the episode will give strength to her listeners who have already faced the same kind of tragedy or may in the future." We are willing to face adverse criticism on the term that we have done something honest in radio."

### Collector's Item

WNEW toppers last week came across a 1938 piece of sales promotion put out then by the N. Y. outlet in an effort to sell some of the singer-hopefuls working there at that time.

The list included: Frank Sinatra, Barry Wood, Dinah Shore and Helen Forrest. At AFRA scale, no less!

### JOHN McMILLIN QUILTS AS COMPTON VEEPEE

Hollywood, April 18. John McMillin handed in his resignation Monday (15) as vicep in charge of creative production for the Compton agency. Differences of opinion on management were cited as reason for his resignation from the company after an association of 15 years.

McMillin has no plans for the future other than a long vacation.

### Cantor's Hospital Dates Mean Remote Rehearsals For 'Hall of Fame' Shot

Eddie Cantor, who will be east for a month or more with his radio show, worked his way east via the hospital circuit, and arrives in N. Y. on Sunday (23) practically under the wire for his "Radio Hall of Fame" guest shot. He fortified himself by constant contacting in advance with Paul Whiteman and the Philco producer, De Vere Engelbach, so that everything is set up in time for his Sunday rehearsal preceding the 9 p.m. broadcast. Nora Martin, his songstress, preceded him into N. Y. Cantor, who hasn't broadcast from New York for a couple of years, prevailed on Philco to work out matters that way rather than disappoint a Utica, N. Y., army hospital engagement Saturday night. Pa. Mick Millar has preceded the Cantor, who set not only the radio chores but the preem of Cantor's "Sho-Bud" broadcast. RKO filmical which he produced on a participation deal.

### Net Editors Get Invasion Jitters

"Invasion jitters" are being experienced in network newsrooms following recent issuance of instructions to writing and engineering staffs on procedure when the big news breaks. Time element, of course, is the biggest headache with top execs and night editors especially.

New York newsrooms operating on an all-night sked are wondering what's going to happen if news releases following the invasion explode in the early morning hours when many network outlets will be off the air. Decisions on whether to open up the nets when the flash arrives must be made in a hurry with responsible execs subject to phone calls for decisions at any hour.

Radio stations beaming all-night news programs, naturally, seem in the best position as far as a "scop" is concerned inasmuch as most of them are provided with the news tickers as the wire and can interrupt broadcasts at once. Once the news breaks, however, running reports of happenings will be strictly competitive, with listeners expected to tune in on dial seeking the station that will give them the liveliest and best-presented bulletins and commentary.

Another contributing factor to news room jitters is expectation that, for reasons of security, Allied headquarters may withhold invasion announcement for some time after upsurges commence. In this event, it's believed Axis sources may break the big story.

### 'Little Steel' Formula Applies to Air Talent Fees—WLB Decision

War Labor Board has ruled that talent fees, in addition to wages, for radio performers come under the "little steel" formula and any increases are subject to approval of this agency.

Case in point was a recent query by WCCO, Minneapolis, which recently pact an agreement with the International Brotherhood of Electrical Workers union in that city and sought to bring talent fees on commercials for its announcers up to the basic scale of the contract.

Ruling by Frank Barach, of the wage stabilization unit of the WLB, stated that any increases planned must be submitted to that agency for approval.

### CORWIN CBS SERIES GOES TO COAST SOON

Norman Corwin leaves for Hollywood May 11 to present eight or 10 consecutive programs in his CBS sustaining Tuesday night series. West Coast segment, planned when Corwin's deal with the network was set, will see studio names lending their talents to dramatic half-hours originating in KNX, Columbia L. A. outlet.

Among West Coast shows planned are four with Charles Laughton, the first of which probably will be a dramatization of "The Most Famous Murder," an old English mystery tale. Laughton also is pencilled for a trilogy presenting incidents from the lives of Walt Whitman, Carl Sandberg and Thomas Wolfe.

Orson Welles, Robert Young and Franchot Tone also will do Corwin shows with Young scheduled for "Tid Auviv," the third in a series of dramas about cities. Cromer, England, and Boston, Mass., will be locales of the preceding "city" programs.

**MORE ADVERTISERS  
SPEND MORE MONEY  
TO SELL  
MORE MERCHANDISE  
TO MORE PEOPLE  
ON WLW  
THAN ON ANY OTHER  
RADIO STATION IN  
THE WORLD.**



DIVISION OF THE CROSBLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION



W-LW's 9 Station and a Radio's greatest  
New CAMEL PROGRAM, Friday  
10 p.m. EST  
Mgt. LOU CLAYTON



## THE TWO who gave Peoria its 28,000,000 population

**N**EVER MIND what the census says . . . since Johnson's Wax gave America our Fibber McGee and Molly in April, 1935 this pair has made part-time Peoria citizens of darn near every one who listens to the radio.

Now as James and Marian Jordan enter into their tenth year of broadcasting over an NBC network in the same character parts . . . with the same writer, the same sponsor . . . they "come in" even more secure in the affection of the public than ever before.

NBC feels that not only this network but the entire world of entertainment owes a salaman in the general direction of Fibber and Molly and Don Quinn, the writer whose exceptional talent has contributed so much to the success of this program.

The McGees and their neighbors and friends portray the warmheartedness, the ready wit, the human frailties that Americans understand and appreciate. But there must be more to their popularity than that.

Maybe it's because the public senses that the friendliness they project over the air is as real in real life as the characters of Fibber and Molly are to their millions of listeners.

\* \* \*

Whatever it is, NBC proudly numbers this show in its top-notch list and points out that it is programs of this caliber . . . plus the finest facilities in radio . . . which make NBC "The Network Most People Listen to Most."

They all tune to the

# National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio  
Corporation of America

## All Branches of Radio Lined Up For Participation in 5th War Loan Drive

Washington, April 18. Part that radio will play in the 5th War Loan Campaign was disclosed over the weekend by Thomas H. Lane, head of the press, radio and advertising section of the drive, who also disclosed that Sgt. Paul Dudley, ex-Pot of Gold and Spotlight Bands producer, has been lent by the Army to replace William Rainey in charge of the drive's New York radio office. Rainey has switched to the National Assn. of Manufacturers.

Drive kick-off will be Sunday, June 11, day before the campaign formally opens. It will be a four-week hookup featuring addresses by President Roosevelt and Treasury Secretary Henry Morgenthau. In addition, there will be pickups from the battlefronts and from British and U. S. war plants.

Number of special one-shot events over the air are scheduled. There is

to be a woman's program which will feature Mrs. Roosevelt, Mrs. Morgenthau, either the Queen Mother of England or Mrs. Winston Churchill, Madame Chiang Kai-Shek, a representative of Russian women, and the heads of the YACS and WAVES.

A Labor-Management broadcast will feature heads of the unions, plus the prexy of U. S. Chamber of Commerce, National Assn. of Manufacturers and possibly one or two others. National Farm and Home Hour over NBC will be taken over once to plug the drive. Since schools generally will not be in session during the campaign, there is to be a Youth Program on NBC.

Ted R. Gamble will give a nightly resume of the drive, beginning the second week, and there will be a repetition of the Radio Band Days, with each web devoting an entire day to the sale of bonds.

## Johns, BBD&O Board Chairman, Dies At 76

William H. Johns, 76, chairman of the board of directors of Batten, Barton, Durstine & Osborn, Inc., died Monday (17) in Flushing, N. Y. He had been associated with George Batten since 1909 and became president of the firm upon Batten's death in 1918.

In 1929 Johns was made prexy of BBD&O formed by merger with Barton, Durstine & Osborn. In 1938 he became chairman of the executive committee and in 1939 of the board of directors. Johns was noted as a leading tradesman, being responsible for many well-known trademarks. He was one of the founders of the American Association of Advertising Agencies and was its first president.

Survived by widow, two sons and two daughters.

Atlanta.—Albert Coleman has been named musical director of WSB, 50-kw NBC outlet here.

## Mueller, Chi's Busy Man Of Radio, Checks Out For Hollywood Shows

Chicago, April 18. With over 100 national network and local shows under his belt, Marvin Mueller leaves the local radio scene for Hollywood Friday (21). Mueller's record includes appearing as an actor, announcer, emcee on nearly every local and network show in the past five years.

Up to a month ago he was running a main-killing schedule of 45-shows-a-week from early morning to late night with an estimated income of \$50,000 a year. An actor-narrator's schedule is so tight that he must be in the city by 11:30 p. m. (21). He arrives in Hollywood on the morning of the 24th and begins his new coast career at once, continuing as narrator on "Coronet Storyteller" which is being moved to Hollywood. Mueller has been signed to announce of the Drell "Star Playhouse" and the Red Skelton show.

## Ludlam Replaces OWI's Phil Cohen

George P. Ludlam, deputy chief in charge of the N. Y. office of the OWI domestic radio bureau, will succeed Phil Cohen as bureau chief in Washington following the latter's resignation which takes effect in the near future. Cohen, chief since November, 1943, has applied for a commission in the Marine Corps.

Ludlam's position will be filled by Jack Mullen, former BBD&O copy and production division in N. Y. The shifts were arranged by George Healy, director of OWI's domestic branch.

## Schram, Livingston Resign Blue Posts

Bill Livingston and John Schram resigned production staff posts at the Blue last week to accept similar positions elsewhere.

Livingston goes to Warwick & Ledger, while Schram takes over as radio director at the American Economic Foundation.

## Mutual's Super Invasion Bally

Elaborate pre-invasion promotion kit distributed to over 300 affiliates last week by Mutual met with mixed reactions in the industry. While it was pretty generally agreed that the project represented a bang-up job of its kind, some criticism was voiced over the appropriateness of such a pitch tied in with a military operation which undoubtedly will bring sorrow to thousands of American homes.

Lavish use is made of such promotional materials as maps, mimeographed bugs and news stories concerning Mutual commentators, photos, maps and layouts all neatly filed in marked folders. Entire kit boxed for shipment also was termed an error in judgment by some who pointed to the paper shortage as one big reason why the stunt might react unfavorably.

The web makes no bones about the invasion being the reason for the news department ballyhoo. One piece of literature is a slick paper folder bannered "Invasion" in saccharine red caps backgrounded by helmeted soldiers wading vast deep from landing barges towards a smoking shoreline.

In addition to materials included in the "invasion" kit the net audience promotion division offers cards, film trailers and other materials to be provided Mutual stations free of charge on application.

## 'Blackbirds' for Radio

Low Leslie's "Blackbirds" is dickering to go on the air with Ethel Waters, the Cecil Mack Choir and Duke Ellington and his orchestra, all under Leslie's supervision. Nat Dorfman is to do the scripting.

N. W. Ayer agency is handling the deal.

## IF YOU'RE INTERESTED IN SELLING IN

TIBET... In Western China, is situated between the Himalaya and Kwenlung mountains. It covers an area of 349,419 square miles and has a population estimated at 3,000,000. Its capital is Lhasa.

The World Almanac gives these facts. We wouldn't know because WFL does not cover Tibet. But we can give you facts about what's happening in radio in the Philadelphia Trading Area.

It's a fact that more and more people are listening more and more to WFL. It's a fact that more and more new advertisers are using WFL. It's a fact that the most progressive radio station in the entire Philadelphia Trading Area is WFL. And we can prove it no longer is the alert time buyer swayed by opinions or outworn phrases. He demands the facts. And we have them.

When you advertise in Philadelphia, if you want SALES in the Philadelphia Trading Area—and not in Tibet or any other "foreign community"—then we cordially invite you to broadcast over WFL... "that progressive station."

A BLUE NETWORK AFFILIATE

Philadelphia's Most Progressive Radio Station

WFL

REPRESENTED NATIONALLY BY THE KATZ AGENCY

All day Long  
49.6%\* OF CINCINNATI'S  
AUDIENCE LISTENS TO

Questions	A	WCPO	C	D	E
Which station do you listen to most during the day-time?	%	%	%	%	%
	1.5	49.6	10.2	11.3	27.4



\* Shown by a Radio Quiz, held through blind ads in all Cincinnati Papers, which brought 1608 replies. Received and tabulated by two impartial Cincinnati Advertising Agencies, these replies show WCPO Cincinnati's most listened to station ALL DAY LONG!

WCPO

WCPO is under the same sound management policy as WHIO Knoxville, Tenn. and WMPJ Memphis, Tenn.



# don't say we didn't tell you

Something's up. Something you'll recognize as a new high in radio... "Arthur Hopkins Presents"... a series of NBC-built-and-produced dramatic programs featuring, in their original roles, Broadway and Hollywood stars.

\* \* \*

"Arthur Hopkins Presents"—great theatre dramas of the past thirty years

brought to you in a new radio style—is a happy blending of the talents of NBC's Wyllis Cooper, one of radio's most gifted writers, NBC's Wynn Wright, the famous radio director, and Arthur Hopkins, the dean of American theatrical producers. No team could be better suited to the task of recreating for radio those outstanding dramatic productions that have made stage history.



ARTHUR HOPKINS, whose association with NBC in the presentation of this new series brings to radio a background of three decades of triumphant experience in the American theatre.

WYLLIS COOPER, "the radio writer's writer" who has achieved in "Arthur Hopkins Presents" accomplishments equal to his brilliant script conceptions for "Lights Out" and "Good Neighbors" and the "Army Hour."



WYNN WRIGHT, NBC National Production Manager, whose reputation for faultless timing and imaginative staging has won wide recognition, again effects in "Arthur Hopkins Presents" all the exciting direction which distinguishes his work.



"Arthur Hopkins Presents," an hour broadcast over the NBC Network every Wednesday night at 11:30 EWT, starting April 19, is only one of the many NBC-built shows which have contributed to the truth that NBC is "the Network Most People Listen to Most."



**Tonight: "OUR TOWN"**  
with Frank Craven

COMING:

April 26 — "Redemption"  
with Louis Calhern and Dorothy Gish

May 3 — "A Successful Calamity"  
with Philip Merivale

May 10 — "The Philadelphia Story"  
with Katharine Hepburn

They all tune to the

## National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America

## Tele Seen Opening New Vistas On Spot News Coverage, Image Scanning

Improvements in television equipment that will make possible better spot news coverage and provision for image scanning that will help show television on the theatre screen were discussed by William H. Sayre, development engineer of Allen B. DuMont Laboratories, speaking at the opening session of the 55th semi-annual technical conference of Society of Motion Picture Engineers in N. Y. Monday (17).

Sayre said that the variety of spot news events that can be brought into the home and theatre by television had been greatly increased by recent technical developments, whereby the size and weight of portable television equipment was cut in half. This means that these developments and television cinema refinements would make possible a news crew of four or five men instead of 10, making for more speed, coverage and economy in handling spot news.

For theatre screen projection of television, Sayre stated that the Radio Technical Planning Board has provided in its study for the increase in image scanning from 525 to 1,000 lines to provide definition and clarity needed for magnification of the received image. He claimed the

plans of RTPB contemplate the use of unattended booster relay stations. Sayre said that the American Telephone & Telegraph had installed and in use nearly 2,000 miles of coaxial cable which could be made available for television.

Sherman Field, television consultant for Filmreid Corp., which company is making a survey of television possibilities for Press Assn., the radio affiliate of the Associated Press, spoke on the scientific approach to television program production. He believed that in production planning television producers could take what has been learned from screen production in order to eliminate guesswork.

### Actors Switch

Odd switch on current shortage of radio personnel is the largest taken by four topflight air actors who during the past fortnight switched from the stage to radio.

Carl Eastman and Peter Kappel have taught on as directors at Trans-American. Wylie Adams now directing the Blue Devils "Dick Tracy," while Sharron Oliver is Voltaire in a similar chore at same venue "Parade of Tomorrow."

## Reade Wight, World Broadcasting, Joins Morris Radio Dept.

Reade Wight, long-time World Broadcasting System exec, joined the William Morris agency in the radio dept. under Bill Murray this week. He'll take up the slack created by manpower shortage in the office's Chicago branch, by consulting between N. Y. and Chi. This, in Murray's opinion, will give the Chi territory a N. Y. perspective.

Harry Ommerle, who left the Morris office to become a Builtrust & Ryan va. a year ago, and is now on the Coast winding up details on John Sctay's contract, will probably return to the Morris agency as soon as he can. Ommerle prefers the talent end to the ad firm's point of view.

Wally ("The Jungle") Jordan, transferred from the Chicago radio sojourn on Wab-Kation, primarily concerned with the Orson Welles-CBS situation.

Murray is taking Wight on an introductory swing into Chicago, Minneapolis and St. Louis this week. For about a week.

## Phil Harris As Kay Kyser Sub?

Phil Harris, maestro on the Jack Benny show, auditioned last week in California to replace Kay Kyser for the summer on the latter's Lucky Strike-sponsored "College of Musical Knowledge." Kyser has been ailing for the past several months and wants a long vacation to help him back to health. His program would remain as is, of course, if Harris took over.

Harris was the only one auditioned for the spot, and it's not yet definitely known whether he got a passing mark. Neither is the date set for Kyser's vacation.

## CANTOR TO ENCORE ON BOND DRIVE INAUGURAL

Hollywood, April 18. Eddie Cantor is slated to repeat his round-the-clock salesmanship performance in June, this time broadcasting from New York to inaugurate the 5th War Bond Drive.

Cantor sold \$40,000,000 worth of bonds in his 24-hour appearance on the air from San Francisco in the 4th War Bond Drive.

## WBKB, Chi. Video Program Chief Finds Script Problem Big Headache

Chicago, April 18. Difficulty in obtaining properly prepared scripts is one of the biggest problems in television broadcasting today, according to Helen Carson, program director of the Balaban & Katz's WBKB. "In the numerous scripts submitted to us, writers have many cases by well-known and successful radio writers, it has been necessary to rewrite almost every one before they could be used. This," she said, "is because the authors continue to think in terms of dialogue instead of visualizing the pictorial aspects of television."

Much interest in television has been aroused locally in the past few weeks and Station WBKB has been the subject of numerous write-ups. Being on an experimental basis has allowed many musicians and performers to take advantage of the station's facilities in acquiring television experience for future use. Management of the station is inaugurating an instruction course in the fundamentals of television for members of the Chicago Radio Management Club, starting tomorrow (19) to continue for several weeks. Purpose is to give agency radio directors a working knowledge of television with an opportunity to whip up some experimental shows after they have completed the course. Course will be under the supervision of Cmdr. William C. Eddy, USN, Cmdr. Eddy headed Ekk's television activities before switching over to the armed forces as a radar expert, having been brought on from New York in October 1940.

The Balaban & Katz station has

been on the air since March 1941, when it started operating 15 minutes daily, five days each week. Despite varying schedules the station is now following and maintaining a program schedule of 1½ hours each on Tuesday, Thursday and Friday nights and an hour on Wednesday afternoons comprising newscasts, illustrated lectures, vocal and instrumental numbers, sketches and miniature musical comedies. Actual operation of the station is by 10 girls, under Miss Carson, assisted by four male technicians headed by A. H. Broily, chief engineer.

## PIXLEYS BUY STATION WCOL FOR \$250,000

Toledo, April 18. Lloyd A. Pixley, Columbus, general manager of the Fort Industry Co., Toledo, for the duration because of absence of L. Conn. (Navy) George B. Storer (prez), and J. Harold Ryan (v.p.), new president of NAB, will buy WCOL, Columbus, 250-watt Blue Network outlet for \$250,000 subject to approval of the FCC. Pixley and his wife will hold 51% of the stock, while his parents, Mr. and Mrs. Milton A. Pixley, will hold the rest.

Kenneth B. Johnston, president and general manager of WCOL, said he wanted to sell because of the "uncertainty of outlook in radio, due to imminent extension of FPN and television service," plus his desire to devote full time to law practice.

thinking about summer replacements?

ESTABLISHED  
"LIVE" PRODUCTIONS  
FOR SALE  
FOR NETWORK PRESENTATION

### FIVE STAR FINAL

Fast-paced daily dramatization of last-minute news and headlines. Backed by more than 10 years of successful New York broadcasting. Top-notch cast, scripts, production. Available to networks either as 15 minute nightly strip or one half-hour program a week.

### SHOOT THE WORKS

Novel quiz show starring a pair of jumbo dice! Contestants "roll dem bones" for prize money. Questions and trivia combine in a laugh-a-minute for 30 minutes. Ideal vehicle for developing new emcee and quiz audience. For sale completely produced or with your own talent.

### MAN OF MAGIC

Combination telepathy, magic and studio stunts. Comedy, thrills, Hollywood stars—and mental feats as baffling as anything performed on the air. An unusual half-hour of novel entertainment. Entire production—talent, material, staging—made-to-order for national presentation.

WRITE, WIRE OR PHONE FOR AUDITION RECORDS

wmca  
1437 BROADWAY, NEW YORK 19, N.Y.  
CIRCLE 6-2200

Represented by Weed & Company

## WKY HAS THE MUSIC

Vanda Jones, named "Queen of the Console" in a nationwide poll, is well qualified to succeed the accomplished predecessors who have graced at WKY's Kilgen, largest studio organ ever built.

Only the best in music, the best in programming, the best of everything can make the WKY standard. That's why WKY is the best listened-to station in Oklahoma City and the best investment for advertisers.

**WKY**  
OKLAHOMA CITY  
NBC AFFILIATE  
Representative: The Katz Agency

### NATIONALLY KNOWN ORGANIST JOINS WKY STAFF

Vanda Jones, named "Queen of the Console" in a nationwide poll, is well qualified to succeed the accomplished predecessors who have graced at WKY's Kilgen, largest studio organ ever built.

Only the best in music, the best in programming, the best of everything can make the WKY standard. That's why WKY is the best listened-to station in Oklahoma City and the best investment for advertisers.



There's no oxygen tent, no set of surgical instruments in WCCO's studios. "Ether" to WCCO's listeners means the stuff through which radio waves travel. Yet plenty of sound medical information goes out over WCCO every Saturday morning when Dr. William A. O'Brien broadcasts to our neighbors up here in the Northwest.

As far back as 1928 we sensed an imperative need for a radio program that could offer practical medical information in everyday language. So, with the blessing of Minnesota's State Medical Association, Dr. O'Brien started a series of weekly broadcasts that today have become "must" listening for thousands of families.

People hereabouts have followed his easy, informal words for more than 800 weeks. He's a household figure throughout the Northwest—as his latest *CBS Diary* rating of 12.8 shows. In WCCO's 139-county primary area, 55% of the available listening audience tunes him in at 9:15 a.m. each Saturday.

Dr. O'Brien's case history begins and ends with good-

will. Important to public health in normal times, his WCCO broadcasts are doubly vital now. They help to "fill in" for doctors in the armed forces, and to ease the heavy burdens of those who remain at home.

Dr. O'Brien isn't sponsorable; he sells nothing but the idea that health is a precious asset which must be guarded carefully. We tell you about him merely as another example of the friendly public service that has earned for WCCO the title "*Good Neighbor to the Northwest*."

Being neighborly in a realistic manner is WCCO's first order of business.

Represented by  
Radio Sales, Inc.  
SPOT Broadcasts  
Division of CBS

# WCCO

MINNEAPOLIS-ST. PAUL

50,000 Watts • 830 kc

COLUMBIA OWNED

*Good Neighbor to the Northwest*







# The American Theatre Wing and the Sponsors of STAGE DOOR CANTEEN "On the Air"

(Broadcast Over CBS Fridays, 10:30 to 11 P.M., EWT)

Again gratefully acknowledge the continued generous cooperation of all those who have participated in making this program so popular—both with men in service and their folks at home

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Brian Aherne  
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Benny Baker  
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Tallulah Bankhead  
Binnie Barnes  
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Ralph Bellamy  
Robert Benchley  
William Bendix  
Constance Bennett  
Milton Berle  
Al Bernie  
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Eric Blore  
Shirley Booth  
Victor Borge  
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Virginia Bruce  
Billie Burke  
Johnny Burke  
Burns and Allen  
Charles Butterworth  
Jeanne Cagney  
Joseph Calleia  
Cansy Sextette  
Eddie Cantor  
Harry Carey  
Madeleine Carroll  
Ilka Chase  
Ina Claire  
Jeanne Collins  
Jerry Colonna  
Jerry Cooper  
Jane Gowl  
Laird Cregar  
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Double Daters  
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Brian Donley  
Tommy Dorsey  
Morton Downey  
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Maurice Evans  
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Joan Fontaine  
Preston Foster  
Kay Francis  
Jane Froman  
Reginald Gardiner  
Ed Gardner  
John Garfield  
Elwood Gary  
William Gaxton  
Dorothy Gish  
Lillian Gish

Benny Goodman  
Best Gordon  
Igor Gordin  
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Tito Guizar  
Edmund Gwenn  
Connie Haines  
Walter Hampden  
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Jean Herscholt  
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Hank Ladd  
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Sophie Tucker  
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Mrs. Waterfall  
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Dame May Whitty  
Jane Withers  
Anna May Wong  
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Roger White, Producer  
Frank Wilson } Writers  
Bob Marko }  
Bert Lytell, Officer of the Day  
Raymond Paige and Orchestra  
Bill Harding, Production  
Frank Froitzmann, Engineer  
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American Theatre Wing

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## Campus Thesps Borrow GE Video Facilities for Drama Experiments

Schenectady, April 18. Appearance Sunday night (8:00) of Yale drama students in a television one-act, "Where There's a Will," for GE's video outlet, WRGB, points up increased activities in this new medium by eastern schools. Classes from Russell Sage Women's College, Troy, and the Fagin School of the Drama, N. Y., also have done experimental tele-plays from GE's studios.

Troops from New Haven under the direction of Edward C. Cole included three girls and a male for presentation of the play authored by Ira Richards, former Yale drama student. Russell Sagers earlier televised "Taming of the Shrew." "Alice in Wonderland" and a Noel Coward short from "Tonight At 8:30" Fagin school thespians put on J. B. Priestley's "Trial and the Conways" some time ago.

## Bill Slater Vice Schacht On WINS Mound Spies

Bill Slater, recently retired from the Army, where he served as a Special Services Lt.-Col., bowed in over WINS, N. Y., Monday (17), as running mate for Don Dunphy on the Gillette baseball series presenting home games of the New York Yankees and Giants. He replaces Al Schacht, "Clown Prince of Baseball," originally named to work with Dunphy.

Schacht pulled out of the assignment after airing a few exhibition games feeling that broadcasting was not well-suited to his type of comedy.

Slater's first assignment was from West Point, N. Y., where he worked the Giants-Cadets exhibition game. He and Dunphy then moved into regular league games with season's official opening yesterday (18).

## Hoagy Carmichael Show, 'Stardust Inn,' on Market As Summer Replacement

Hoagy Carmichael is extending his activities into the production end of radio via a musical program being packaged by Consolidated Radio Artists, New York agency.

"Titled 'Carmichael's Stardust Inn,' show is being dangled before several agencies as a summer replacement unit. Hi Cooper and Howard Carraway are doing the scripting, with latter also in on production end.

Format calls for a name band, a few comedians and a vocal ensemble, with Carmichael numbers being woven into the musical score, although not to the exclusion of other compositions.

Composer, who recently finished a collaboration stint in Hollywood with Johnny Mercer, has dubbed the radio hitbino only as a guest, appearing on the "Fitch Band Wagon," "Basin Street" and with Bing Crosby and Kate Smith.

Understood "Stardust Inn" writer recently turned down an offer of \$2,500 per for a New York theatre engagement.

## 'BANDWAGON' SINGERS WILL REPLACE BANDS

Due to the inability of the Fitch Bandwagon to obtain enough of the better bands to maintain its standard musical policy, the idea of using outstanding solo personalities on the show, such as last Sunday's (16) Frank Sinatra date and the Kate Smith appearance two weeks before, will be repeated as often as possible.

Program mover "Stardust Inn" to the Chicago area soon and then to the Coast and will repeat the vocal shows as often as possible with whatever personalities that can be bought.

Sinatra's work past. Being was accompanied by a studio band conducted by Axel Stordahl, his arranger. Miss Smith, when she guested, used Jack Miller's radio band, for years a fixture on her own shows.

## AT&T, Spending \$2,000,000 to Test Tele Relays, Still Likes Co-Axial

### Cashman Heads F-C-B Radio Office on Coast

Hollywood, April 18. Ed Cashman, recently arrived from the east to look over shows and talent, for Foote, Cone & Belding remains to head the Hollywood radio office. He formerly produced the Kay Kyser program here and later was called east to act as production contact on American Tobacco shows.

Don Belding has been handling the firm's radio activities since the departure of Vick Knight.

### CBS Budgets \$78,000 To Phil Rapp Sustainer As Opposish to Benny

Indicative of a trend at CBS is its \$6,000 commitment for a 13-week experiment with the Phil Rapp show as a sustainer, unless bought in the meantime. The package, scripted and produced by Rapp, calls for Bert Lahr, Reggie Gardner, Hanley Stafford, and a guest. Herbert Marshall was the first guest on its debut last Thursday (13) (reviewed in this issue). Incidentally, the premiere show had Lila Chase subbing for Gardner, due to the latter's lateness in returning to Hollywood.

Program eventually is primed for the 7 p.m. Sunday slot on CBS opposite Jack Benny.

### ROD CUPP SWITCHES TO KMBC Kansas City, April 18.

Rod Cupp, production manager and for seven years associated with WLS of Chicago, is resigning that position to assume full duties May 1 as program director of KMBC, Kansas City.

Recently announced \$2,000,000 radio relay test between N. Y. and Boston by American Telephone & Telegraph looms as a showdown between AT&T and General Electric and Radio Corp. of America on television transmission, according to trade reports. GE and RCA recently have come out in favor of this relay plan while AT&T previously always has leaned towards the co-axial cable method for handling transmission of television shows. And, while not admitting it officially, the film industry has its chips down on AT&T and its co-axial cable method, realizing what it will mean for theatre showing of television. Picture officials feel that the cable method means a network for theatres which can't be tapped any more than radio programs, sent over cables, are today.

The N. Y.-to-Boston radio relay test is a realistic attempt to try out for the first time the commercial feasibility of this means of television transmission. Understood that the telephone company officials secretly burned when GE bluntly announced that the radio relay method would be "the medium" for handling telecasting after the war, coupling this with a back-handed retort about the unfeasibility of co-axial cable transmission.

With this in mind, AT&T topers decided it was high time to test whether the radio relay system could be used commercially over a distance, since nobody had actually tried it.

### 20th-Fox Pacts WMCA Newscast for 52 Weeks

Departing from usual spot and technique, 20th-Fox assumed sponsorship on a 52-week basis of the across-the-board WMCA, N. Y., 15-minute news roundup, "The World's Front Page," on Monday (17), 6:30-6:45 p.m. Session features pickups from important overseas points of the correspondents of the Christian Science Monitor.

*"thanks Chicago"*

**Marvin Mueller**, in leaving Chicago for Hollywood, after 5 successful and busy years, acting, announcing and narrating on numerous programs and shows, extends his thanks to the following agencies for their splendid cooperation and consideration:

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## 'The Moor' Fights Fascism

One of the most eloquent, forceful appeals yet heard on the air on behalf of minority groups and for the coalition of all peoples for the total destruction of fascism throughout the world and the home front came from show business on Sunday (18) when Paul Robeson, currently starring in the Broadway production of "Othello" as the Moor, was interviewed by William S. Galtmore over WBN (N.Y.). Robeson, tied in with the celebration of Robeson's 46th birthday, brought forth the wish from the commentator that the people of the United States could give the star a memorable birthday gift by abolition of the poll tax in the passage of the bill currently before Congress.

Robeson's appearance on the program once more pointed up the manner in which the Negro star has utilized the vast audience created by his outstanding artistic ability to further the fight for a real democracy based on the Four Freedoms and the principles of the Yehliam conference.

Robeson, always outstanding in taking up the cudgels on behalf of the people and other minority groups, emphasized that the fight is not one that can be waged alone by any one people or nation; that it must be a united fight of all the freedom-loving people if fascism is to be wiped from the face of the earth.

## Television Reviews

**"SIDE SHOW"**  
Wm. Singling Bros., Barnum & Bailey Performers.  
10:30 P.M. (12), 6:30 P.M.  
Technical Director: Ed Wilbur  
Camera: E. M. Stollenberger  
Wm. Singling Bros., Barnum & Bailey, Sustaining.

First of a series of three Saturday afternoon video shows emanating from the Barnum & Bailey Show, and the first live production since the first live production of the circus in studio City earlier in the week, this one put on in cooperation with the Singling Bros., Barnum & Bailey management, was primarily devoted to the circus, and the circus into the studio, in itself, a distinct innovation in the video realm, and as such, NBC has taken a forward step in experimenting with video, and has now successfully, if at all, the broad, luscious pattern of circus life can be televised.

This one, as the title implied, made a dash for being and making a side show, with the usual assortment of freak attractions inspired by the inevitable barrier, backdropped by the usual camera pleasured composites of the circus, and a minimum of imaginative camera-work, the mere switching back and forth from spic to performer, with closeups often sacrificed to work in the circus, and the circus, and the performance might just as easily have been telecast from the NBC studio, for the savagist flavor of the big top seemed singularly lacking, despite the recurrent call to theme. "Tote will come in age when it has created its own niche and developed an individual technique that is neither replica of stage, nor studio presentation. It is yet to lure the kids indoors on the pretense of witnessing a televised circus, the video medium will have to assure the three-ring atmosphere with the smell of the sawdust, the call of the peanut vendor. And you can't see the animals a la radio." Rose.

**"HARPER'S BAZAAR FASHION PARADE"**  
Wm. Jack Pearl, Gloria Lehr, Betty Gribble, Adrian Storm.  
Producers: Adler, Dillingham, Jean McClure.

**HARPER'S BAZAAR**, Wed. 9:45 P.M.  
W2XW-DuMont, New York.

Following in path of two other major—Mademoiselle and Click—Harper's Bazaar last Wednesday (12) inaugurated a 15-minute semi-weekly fashion and television show, the DuMont station in N. Y. Tree-off was neither auspicious nor memorable, not because of the format of the stars, but due to the lack of technical finesse of the medium.

This sort of show could turn into one of the most popular video genres, despite the recurrent call to theme, the video medium will have to assure the three-ring atmosphere with the smell of the sawdust, the call of the peanut vendor. And you can't see the animals a la radio." Rose.

Farnat is primarily cluttered with Gloria Lehr, of Harper's Bazaar, describing to Jack Pearl, comedian—and, of course, the viewers—the modes, colors, materials, etc. of the hats, dresses and sports clothes worn by models Betty Gribble and Adrian Storm. Pearl, in looking the situation over, makes with the supposedly funny remarks. Staging and direction were good, and maybe when new and live studio are opened by DuMont technicians will be able to do a job with this program that should be accomplished without too much trouble.

Troy—Jim Hesley, Albany Times-Union columnist, is now doing a 15-minute late evening news commentary on WTEY, three-times-a-week for the Stanton brewery. Leighton & Nelson is the agency.

## Followup Comment

Attempt by WNEW, N. Y., Wednesday (12) to rid Norman Corwin by using his own "primer" technique appeared to be one of those things which sounded like a fine idea when first suggested and then ran out of steam during rehearsal. It was anything but a lively half-hour.

"Words at War" took a tumble down the scale with "Wild River" (11). Trouble was too much narrative. Doubtful if any radio program can get over with so much narrative, and it then becomes a monologue. Incidentally, do all Russian characters have to speak in dialect? And if radio doesn't stop calling everybody "Comrade" in these things it can cost Russia a lot of tourist traffic every day.

"William and Mary" drama-comedy status featuring Roland Young and Cornelia Otis Skinner, which formerly was an eight-minute spot on the DuMont Show program, was expanded to a full half-hour and played well on the CBS Silver Theater last Sunday (16). Program, in the nature of a test, with "W. & M." being set for sponsorship, bode well, for popularity.

Judith Evelyn and Henry Daniell gave a good account of themselves Tuesday (11) in the leading roles of "Death Takes a Holiday" heard over the CBS "Romance" show. Later program, incidentally, continues to hit a top stride, as evidenced in the past few broadcasts.

H. R. Gross, former announcer with WIO, Des Moines, has joined KXEL, Watertown, Ia.

## Radio Reviews

Continued from page 32

and intelligent narration by Bayly Kroger and the all-around evidence of the cast and production as added to a moving half-hour reflecting war in all its grimness.

"Letter to Jackie" was the story of Lt. Commander John A. Shea, of Massachusetts, who met death bravely and with honor in the South Pacific when the carrier "Wasp" was down in a Jap torpedo attack. His record, his three-year-old son, and his published following made Shea's death, among the soldiers, a national climax. Read with restraint and sincerity, his story was a contribution to a worthwhile message to all Jackies everywhere: counselling love of country, family and church.

Father Murray's script built up in the climax skillfully giving full evidence of Comdr. Shea's love for his family and the pleasures he hoped to return to and, using the officer's own words, telling of his affection and pride in his ship, his crew, his Navy. Flashbacks to happier days of his life and of his wife's effective breaks in the battle-dancer continuity and, although every listener knew of the ultimate end, suspense was maintained throughout.

Although such a service as provided by NBC as a public service, is arranged by the National Council of Catholic Men, it has no specific religious appeal was stressed on the first of the new series.

"Letter to Jackie" set a standard hard to beat on succeeding shows of the series. Which, really, the program formerly heard with MacFarrington J. Sheen and a choir. Dana.

## American Mag's Video Shot at Schenectady

Schenectady, April 18. The American Magazine, in cooperation with staff of WIOB, will put on a program over the G.E. television station, Thursday night (20). It will feature Dr. George D. Pomeroy, news analyst; Muriel Stafford, mystery writer, and Reamer Keller and Cursey Williams, cartoonist.

Hour show at 9 o'clock will be preceded by films.

## Philly Aired Think About G. J. Wives

Philadelphia, April 18. WCAU beginning April 20, "A show aimed at the problems of servicemen's wives" will be on the air. The tag will be "G-I Wife" and will feature Army and Navy personnel, wives of men in service, Red Cross officials and the like. Sensi-dramatic in character, it was conceived and written by St. Shute. Philly-Record assistant city ed. and Variety mugg in Philly.

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HOOPER STATION LISTENING INDEX									
TOTAL COINCIDENTAL CALLS—THIS PERIOD 14,443									
MORNING INDEX MONDAY 7:30-9:30 A.M.	Station	Station	Station	Station	Station	Station	Station	Station	Station
	A	B	C	D	E	F	G	H	I
	6.8	7.1	31.7	16.4	28.4	7.7			
AFTERNOON INDEX MONDAY 2:30-5:00 P.M.	Station	Station	Station	Station	Station	Station	Station	Station	Station
	A	B	C	D	E	F	G	H	I
	13.2	6.8	21.7	32.9	22.5	2.3			

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Isn't there room for some new IDEA SHOW to be developed which will also amuse the public? Without a lot of complications? The answer obviously is "yes." Very definitely.

I have now available a new half-hour comedy series built on a solid comedy premise, entitled "ANYTHING CAN HAPPEN."

The show has a superb cast including Elaine May Gordon, Florence Halop, Art Kohl, Jo Lat-ham—the Forest Sisters, a new singing team—and music by Lew White and a small combination. Well known theatrical celebrities will be woven into the story.

A few seasons ago "DUFFY'S TAVERN" was a new idea. So was "FIBBER MCGEE AND MOLLY." "ANYTHING CAN HAPPEN" can now take its place beside them. It is that kind of a show. The price is right. It will take only 30 minutes to hear it. It is ready to go on the air immediately—no fuss—no bother. Crossley and Hooper are waiting.

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## Booking Agencies Sniping At Each Other for Bands Despite Pact Bars

Booking agencies, depleted of good names by the draft, are sniping at each other's band properties with more vigor than normally. While there is always a fair amount of shifting from agency to agency by smaller names, the past, couple weeks has found the major agencies making strong bids for each other's talent, in one or two cases despite the fact that bands involved are tied down for more than a year yet.

Amusing occurrence recently was the pitch made by one agent for one of the top names of another outfit, while the latter was making a pass at a top name under contract to the first. Both moves, presumably unknown to the other.

### 'O'GRADY' COMPOSER SUES FOX ON PIC

Twentieth-Fox was named defendant in a suit filed Friday (14) in N. Y. federal court by Maude Nugent Jerome, composer of "Sweet Rosie O'Grady," asking for accounting on film of that name produced by 20th, plus an injunction restraining its exhibition. Mrs. Jerome, who wrote the tune in 1936, claims the film company unlawfully appropriated the song and title for use in the picture.

Suit grew out of the failure of negotiations between 20th and Mills Music, which owns publishing rights to the tune on renewal. (Marks was original publisher). Agreement had been consummated between the two whereby 20th would be licensed to use the song for \$5,000. However, complications developed and the money never was paid despite the fact that 20th went ahead and released the film.

Sgt. Jack Leonard, former vocalist with Tommy Dorsey and a soloist before entering Army, now in England after two years at Fort Dix, N. J.

### Zucker's Aides

Jack Miles and Marv Dubin have been added to the staff of the Stan Zucker agency in N. Y.

Miles goes into the radio department with Dubin taking over the road assignment in the Ohio territory.

## James 4-F; Opens Astor, N.Y., May 22

Harry James drew a 4-F last week due to a back condition and will reorganize his band. Leader will play a couple of dates on the Coast early in May, then heads east for commitments in the N. Y. area. He opens at the Astor hotel, N. Y., May 22 for six weeks, a date held open as the result of his uncertain draft status.

Following the Astor, James goes to the Paramount Theatre, N. Y., for an indefinite number of weeks (though his contract calls for two), then plays at Frank Dufore's Terrace Room, Newark, opening Aug. 10.

James disbanded his orchestra several weeks ago due to his vague draft status, which prevented him from booking too far in advance.

### Consolidated Edison To Resume Summer Dates

Consolidated Edison Co. will resume this summer its sponsorship of name band dates at various N. Y. public parks. Company has budgeted \$20,000 to underwrite a total of 34 dates between June 29 and Sept. 15. It will be the third season of such activity.

Dates are played at least once weekly at Central Park, N. Y., and Prospect Park, Brooklyn, and alternatingly at various other parks and playgrounds throughout the other boroughs. They are booked through General Artists.

### No Sugar Rationing For Henry Jerome

Henry Jerome's band, which recently completed a theatre tour under Milt Britton's baton, has junked its entire library and is currently reorganizing as a sweet combo. It was that originally, but less than a year ago switched to swing.

Now is rehearsing in N. Y., using 12 men, singer and the leader.

### O'Connor's Illness

#### Cancels Important Meeting of Pluggers

Johnny O'Connor, president of the Contact Men's union, will go to Walter Reed hospital, Washington, D. C., this week for an operation to relieve a sciatica condition that has kept him inactive for weeks. He is a veteran of World War I, hence the retirement to the Army hospital.

O'Connor's illness, cancelled an important meeting of the CMU Council, scheduled for Monday night (17). An executive of one of the major publishing firms was due to attend this confab for the alleged purpose of exposing trade violations of which he is said to have proof. Another item to have been taken up was the recent flurry of job-shifts by contact men. Certain executives are said to be agitating for legislation to curb job-changing with its attendant increases in salary, but the ability of the CMU to enact any rules to govern this problem is doubted by other publishers and members of the union.

Regulation sought would prohibit a publishing firm from offering a job to any contact man already employed and would also prohibit a contact man from approaching a rival outfit for a position unless he has given present employers notice.

### 'STRANGE FRUIT' SONG

"Strange Fruit," title of the controversial novel of the south preaching race equality, which was banned in Boston, is also a song title published by E. B. Marks.

The "strange fruit" in both the song and the book are the bodies of Negroes hanging from trees after a lynching.

## Summer Biz Looms Okay If Gas Situation Maintains Status Quo

### Akron May Tax Jukes, Too

Akron, O., April 18. Councilman John A. Head is sponsoring an ordinance which will tax juke boxes and pinball machines \$25 each per year.

Measure is designed to raise an estimated \$17,000 annually for the city.

## \$1,450,000 ASCAP Quarterly Melon

Quarterly distribution by American Society of Composers, Authors and Publishers, out last week, was in the neighborhood of \$1,450,000, one of the heaviest in some time and substantially larger than the payoff for the previous quarter, conforming with the sharp business increase in the field.

Distribution was computed on the old plan. Society's point plan for distributing earnings, supposed to have become operative last Jan. 1, has still not been put into effect. Too much opposition from standard writers, et al., is holding it up.

### Is Barnet a 1-A, Or Is He Justa Sax Tooter?

Charlie Barnet was back on familiar ground Monday (17) evening, following his third physical in less than three months at the N. Y. induction center. He was related to Governors Island, N. Y., again.

Barnet returned from the Coast late last week, after finishing a film for RKO with a studio band. He was contracted for two more, pending, of course, the outcome of the latest exam and he's not likely to reorganize his own dance band until they are completed.

Gloria Van leaving vocal spot with Hal McIntyre's orchestra to sing.

Number of summer one-nighters and parks using name bands, in the east and midwest, will return fairly close to pre-war totals this summer, according to bookings already set and queries on bands available. It's all predicated on the gasoline situation remaining unchanged. If it gets tighter the pendulum can and probably will swing sharply in the reverse direction.

Hershey Park, Hershey, Pa., one of the more important one-nighters, resumes operation Saturday night on May 6 with Tony Pastor. Both Lakeside and Lakewood Parks, Mahanoy City, Pa., intend operating, while Valencien Ballroom, York, Pa., hangs its future on the results of a date last week (Tuesday) with Tammy Dorsey.

In New England the standard Old Orchard Beach, Me., intends resuming in late April. Pressure Boats, Bridgeport, will try if it can get some good names; ditto Ritz Ballroom, Bridgeport, which has been going all winter with local outfits; midweek, names, weeknights.

Among parks and summer locations, Palisades Park, Fort Lee, N. J., resumes April 29-30 with Ted Fio Rito; Vogue Terrace, McKeesport, Pa., gets going April 21 with Mal Hallett; Steel Pier, Atlantic City, opened over the past weekend. Barnet's Pier is to follow later, possibly with Woody Herman. Eastwood Gardens, Detroit, starts late in May and has a string of names booked.

## HARRY LINK MAY H.Q. ON COAST FOR FEIST

Harry Link, general prod. manager of Feist Music, part of the Meri-Robbing combine, will probably shift to California to supervise the spotting of music in M-G-M pictures. Link was on the Coast recently, during which the foundation of the deal was laid. It is not yet completed.

In the new post, Link would spend the majority and perhaps all of his time west.

"It's a hit!" says Guy . . .

INTRODUCED  
COAST-TO-COAST By

GUY  
LIMBARD

On His CHELSEA CIGARETTE and EDGEWORTH TOBACCO Program, Sunday, 10:30 P.M., BLUE Network

KEATON

Words and Music by HENRY PRICHARD

(Now Overseas With the Armed Forces)

BROADCAST MUSIC, Inc.

NEW YORK

CHICAGO

HOLLYWOOD

## Inside Stuff—Orchestras—Music

Benny Goodman's dispute with Music Corp. of America over latter's refusal to release him from a contract that has more than a year to run, is still far from being settled. Both are adamant in their stand. MCA will not release the leader from the agreement under any circumstances. Goodman, eventually, has no immediate plans. He has turned down offers to guest on radio programs since turning back to N. Y. a couple weeks ago. However, "Popster" his band boy, whom Goodman assembled in keeping on salary during the layoff, temporarily went to work with Woody Herman's band last week. He has told friends he will stay with Herman only eight weeks. This, after a conference with Goodman.

Willard Alexander and Benny Goodman have veteran catfemmel senility heads over the duo's show and agreement to boot-rolling. Pair have gotten up a showy throwaway plucking the veterans on their Harmony Farms, Douglassville, Pa., in the manner and vernacular of show biz. Harsh, for instance, describes one booby product by saying, "When we say 'solid,' we mean she has everything."

Good old George Spivak, concert actor in legit history, is getting the air, a victim of popular songwriting. For years on one of the Los Angeles dailies the drama editor has been using George in various films whenever backs turn in theatrical or film group pictures without sufficient identifying names. In such cases the anonymous was always George Spivak, or Georgianna, if a female. In case of foreign dramas, he became Gregor Slavovitch or George Slavovitch. Now it is different. Since that song came out, the anonymous figures in the background are Maria Dantes or Ivy Lumbao.

With Saul H. Bernstein finally consummating the purchase of one-sixth of the late Max Winslow's interest in Berlin, Inc. this past week, to give him an equal partnership in the firm with Irving Berlin, attorneys for both parties are meeting this week to work out an agreement on the split-up. Bernstein, however, did not buy out Mrs. Tillie Winslow's 1/2, 3, in ABC Music Corp., affiliate of Berlin, Inc.

Jimmy Campbell (ex-Connely) London movie publisher, long domiciled in the U. S., is managing a Nasser Bros. theatre in Frisco, but still trying to get back into the music business where he got jammed with the contract men's union.

### Top Notes for Your Books An All-Time Favorite

**I'm In The  
Mood For Love**  
Music by ...  
**JIMMY McHUGH**  
Published by  
Robbins

### LEEDS CO. BUYS OUT GREENE-REVEL FIRM

Leeds Music Co. last week bought the Mort Greene-Harry Revel catalog. Leeds is a small firm whose copyrights consisted of 13 songs the two authors turned out for three picture scores several years ago. Among the 13 tunes are "Bewave," "Heavenly" and "Breeze on Lake Leona."

Les Brown's orchestra signed for World Transcriptions.

**Mickey Addy now affiliated with  
CAMPBELL-PORGIE, Inc.**

and their NEW HIT

**I'M IN LOVE WITH SOME ONE**

### 10 Best Song Sellers

(Week Ending April 15)  
Love, Love, Love.....Sonny  
San Fernando Valley.....Morris  
I'll Get By.....Berlin  
I Love You.....Campbell  
Don't Sweetheart Me, Advanced  
Long Ago, Far Away.....Crawford  
River of Noes.....Shapiro  
Wish I Could Hide.....Svane  
When They Ask.....Berlin  
Besame Mucho.....Melodylane

### Cafe Men Carry Fight

**Vs. N. Y. AFM Raise  
To War Labor Board**

Application to the War Labor Board by N. Y. Local 802 of the American Federation of Musicians for a scale increase in location jobs is being fought by the Cafe Men's Association of the N. Y. Theatre District. Representatives of both agencies opposed the union report, William Eyblinger, secretary, and Harry Suber, business manager, last week (14) at a hearing before the N. Y. WLB. Another meeting was scheduled for yesterday (15th).

Local 802 is seeking an average 5% increase from safe and hotel employees and all pending WLB approval, had advised workers last Sept. 13 that the raise had been ordered and would be retroactive to then. Since then most hotels and cafes have been holding the increases in escrow pending the WLB decision.

Cafe and hotel increases in every other field have been secured in the past couple months.

### Freddie Slack Seeks To Break Morris Contract

Freddie Slack has filed a notice of cancellation of contract with the William Morris agency, which has been booking his band since a union decision months ago piled it loose from Music Corp. of America and returned it to Morris. Slack's reasons for attempting to sever Morris connection are vague. Latter agency booked him on current Orpheum theatre, Los Angeles, date and a forthcoming week at the Golden Gate theatre, San Francisco. Morris agency in N. Y. claims to know nothing about the maestro's move.

Dispute over Slack between Morris and MCA occurred last year. He was originally with the former, and after he was for some months with MCA, the AFM decreed that he was still Morris property and ordered MCA to turn over all commissions he earned during that period.

## NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, April 10-16 from 5 p.m. to 1 a.m. List represents the first approximately 25 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as reported by WEAF, WABC, WJZ and WOL in N. Y., and are on data provided by Accutone Reporting Service, regular checking source of the music-publishing industry.

TITLE	PUBLISHER
Amor—'B' Ray Rhythm	Melodylane
And So Little Time	Robbins
Besame Mucho	Melodylane
Do Nothing Till You Hear From Me	Robbins
Don't Sweetheart Me	Advanced
Goodnight Wherever You Are	Shapiro
Holiday for Strings	Shapiro
I Love You—"Mexican Holiday"	Shapiro
I Wish I Could Hide Inside Love	Shapiro
I'll Be Seeing You	Whitman
I'll Get By—"Guy Named Joe"	Berlin
I'm In Love With Someone	Chappell
It's Love, Love, Love	Savory
Long Ago and Far Away—"Coven Girl"	Crawford
Louise—"You Can't Ration Love"	Paraphrase
My Favorite Song	Melodylane
My Heart Isn't In It—"Calling All Stars"	Leeds
My Love You Haven't Gone Away	T. B. Harms
Now I Know—"Up In Arms"	Harms
Poinciana	Morris
San Fernando Valley	Morris
Someday I'll Meet You Again	Wingard
Starlight Avenue	Wenar
Take It Easy—"2 Sisters and a Sailor"	Savory
Time Alone Will Tell—"I'm In Love"	BVC
When They Ask About You	Berlin

† Financed. \* Legit. Material.

### U. S. DRAFT MAKES MEX. MAESTRO OF HOAGLAND

Mexico City, April 18. Everett Hoagland, who came here from the States 15 months ago, had remained ever since, doing very well for himself, has been forced into mastering a Mex band with out choice. Uncle Sam has snagged all but two of the original 11 men he brought with him and the nine empty places have been filled with local looters.

Hoagland claims the Mexican musicians are okay for his purposes and he figures to stay on here.

### Al Trace Signed By Col. Pix for 2 Films

Al Trace and his band have been signed by Columbia Pix for two films at \$7,500 each. Pact also calls for \$1,000 extra for each film to cover transportation.

Trace, who introduced "Maizy Dots" at the Hotel Dixie, N. Y., and helped make it a success, goes on a theatre tour prior to reporting to the Coast.

### Billy Eckstine Setting Own Band, Maps Tour

Billy Eckstine, Negro singer formerly with Earl Hines, will form his own band next month to book him on a road tour. Eckstine has been working as a single since leaving Hines last summer. He will go south on one-nighters and theatres.

Singer recorded last week for DeLuxe Records and is currently at the Apollo theatre, N. Y.

NO 50 LITERS TIME

**WARNER BROS.**

and ALL other picture studios use this 3-5 1/2 x 11 1/2 record of over 100 publications, plus old favorites, including lead sheet and lyric of charts. Samples free.

**TUNE-DEX**

1019 Broadway New York 19



"A swell  
lyric, Bob"



"One of your  
best tunes, Duke"

Now, stop being so modest, boys, it's really a great song

# DO NOTHING' TILL YOU HEAR FROM ME

Lyrics by **BOB RUSSELL** Music by **DUKE ELLINGTON**

**ROBBINS MUSIC CORPORATION** 799 SEVENTH AVENUE, N. Y. 19 **JERRY JOHNSON, Gen. Prof. Mgr.**

# Bands at Hotel B.O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by some bands in various New York hotels. B.O. business (7:30 p.m.) not noted. Figures after name of hotel give room capacity and cover charge. Larger amount designates weekend and holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks Played	Cover Total	Cover Per Week
Sam Pettit	Baltimore (600; \$1-\$1.50)	4	850	4,400
Lani McIntire	Lexington (200; \$3-\$1.50)	114	1,850	906,400
Ermy Wald	New Yorker (400; \$1-\$1.50)	6	1,850	12,725
Sonny Dunham	Pennsylvania (500; \$1-\$1.50)	0	1,100	1,100
Ben Rosenman	Waldorf (200; \$2)	8	2,600	24,250
Count Basie	Lincoln (275; \$1-\$1.50)	1	1,300	2,000
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	28	1,800	32,375
Yankee Monarch	Commodore (400; \$1-\$1.50)	4	1,400	7,800

\*Asterisks indicate a supporting floor show. New Yorker and Baltimore have live shows. Waldorf has Russell Swan, Victor Boyer, Tullie Lexington, Lincolns floor show.

1-3 days.

## Chicago

Carmen Cavallaro (Empire Room, Palmer House; 750; \$3-\$5.00 min.). No slump here. Cavallaro and Larry Adler, heading show, brought in excellent 10,500.  
 Jimmy Jay (New Walnut Room, Bismarck hotel; 485; \$1.50-\$2.50 min.) Best turnover so far pulled in around fifty 4,500.  
 George Olsen (Boulevard Room, Sycamore hotel; 700; \$2.50-\$3 min.) Business on uptown, Olsen accounting for increase to 3,400.  
 Teddy Powell (Panther Room, Sherman hotel; 950; \$1.50-\$2.50 min.) Picked up some for around 5,200.

## Los Angeles

Freddie Martin (Ambassador; 900; \$1-\$1.50). Trade here can absorb key. Climbing back to 4,000 table.  
 Joe Reichman (Biltmore; 900; \$1-\$1.50). Solid as Gibraltar. Grooved for a 2,000.

## Location Jobs. Not in Hotels

Del Courtney (Blackhawk; 500; \$1-\$2.50 min.). Tax hit some but still slight with about 4,000 tabs.  
 (Los Angeles)  
 Hal McIntire (Palladium B. Hollywood, fourth week). Well followed and building. Should nick 32,000 paydies.  
 Horace Heidt (Trianon B. Southgate, 14th week). Leveled off for steady hike of 7,000.  
 Phil Harris (Slapay Music's, N. Los Angeles, 24th week). New floor-show picking same 5,200.

## NEW C-P TUNE SPLIT BETWEEN ASCAP, BMI

Transforming rights to "Twilight Time," new tune published by Campbell-Porgie, are split between American Society of Composers, Authors and Publishers, and BMI, a rare occurrence. It's due to the fact that Buck Ram, the melody's writer, is an ASCAP member, while C-P is BMI affiliate. Three Sins, at Pig City hotel, N. Y., wrote the lyric. They're neither ASCAP nor BMI members.  
 Last dual-rights tune was "Pistol Packing Mama," for which Morris Music, ASCAP firm, recently collected \$9,000 from BMI.

## Dean Hudson Set For Lincoln, 1st N. Y. Date

Dean Hudson's orchestra, which has never before played a N. Y. spot, follows Count Basie's in the Lincoln hotel, N. Y., June 1. It plays two weeks first at the Roosevelt hotel, Washington, opening May 17. Hudson formed his current band last summer after supervising the selection of men for Tommy Dorsey's orchestra, then being recognized. It was constructed of the surplus of musicians who applied for jobs with Dorsey. Just prior to that Hudson was mustered out of the Army.

## Al Porgie to Run C-P on the Coast

Campbell-Porgie Music Co. diverts executive attention between N. Y. and the Coast beginning later this week. Al Porgie, owner in the firm, goes west permanently to run the outfit's Hollywood offices, while Nicky Campbell and Mickey Addy work the N. Y. end.  
 Addy switched over to C-P last week from Triangle Music.

## 'Foxhole' Concerts Fed To Anzio Front GI's By Mobile Disc Library

Washington, April 18. "Foxhole" concerts, largely of popular orchestra recordings, are being given for G.I.s within range of enemy shells on the Anzio beach-head, according to Army public relations. Music is handled by a truck, equipped with loud speakers and a library of 300 records, which is driven along the front where men need in need of some form of recreation is found.  
 "Ordinary," explained Corp. H. O. Englebrecht, who handled the truck in the Anzio sector, "I play dance records by big name bands. Often the men haven't heard their favorite bands for months. It's great to see them stroll out of the woods, all smiles, when the music starts."

## Flock of Infantry Songs Fashioned By Music Men

Music War Committee, in an attempt to popularize the critical character of the foot soldier's work, auditioned a group of seven unpublished morale-building infantry tunes Thursday (13), for Army bigwigs at the office of Oscar Hammerstein 2d, chairman of the MWC. Included in the group were "The American Infantry," by Hammerstein and Richard Rodgers; "Here's Mud in Your Eye to the Infantry," by Irving Caesar; "The American Infantry," by Mort Dixon and Ray Henderson; "The Bunion Brigade," by Irving Caesar and Harry Fyke; "The Infantry Moves On," by Vall, Sour and Kent; "What a Helluva War Without the Infantry," by Buck Ram and J. Fred Coots; and "You Gotta Have 'Oomph' in the Infantry," by Charlie Tobins and Abel Baer.

Tommy Remonde's orchestra refused to begin work at the Pacific Palisades ballroom because promoter failed to meet the payroll. Place is closed temporarily to await new management.

## 10 Best Sellers on Coin-Machines

(Records below are grabbing most inlets this week in jukeboxes throughout the country as reported by operators in "Variety." Names of more than one band or artist after the title indicates, in order of popularity, whose recordings are being played. Figures and names in parentheses indicate the number of weeks each song has been in the listings and respective publishers.)

1. Be-ame Mjcho (14) (Melodylane).....	Johnny Dwyer.....	Decca
2. Couldn't Sleep Wink (9) (T. B. Harne).....	Alpe Lyman.....	Hit
3. When They Ask About You (6) (Berlin).....	Frank Sinatra.....	Columbia
4. Don't Sweetheart Me (6) (Advanced).....	Dinah Shore.....	Victor
5. Do Nothing Till You Hear (9) (Robbins).....	Jimmy Dorsey.....	Decca
6. Policans (6) (Mark).....	Sonny Dunham.....	Hit
7. Love, Love, Love (5) (Santly).....	Lawrence Welk.....	Decca
8. I Love You (3) (Chappell).....	Woody Herman.....	Decca
9. I'll Be Seeing You (1) (Williamson).....	Sian Kenton.....	Capitol
10. No Love, No Nothin' (14) (Triangle).....	Bing Crosby.....	Decca
	David Rose.....	Victor
	King Sisters.....	Victor
	Bing Garber.....	Hit
	Bing Crosby.....	Decca
	Perry Como.....	Victor
	Bing Crosby.....	Decca
	Tommy Dorsey.....	Victor
	Jan Garber.....	Hit
	Ella Mae Morse.....	Capitol

## IRVING ROMM

cordially invites his friends to attend the opening festivities of a new publishing company on

FRIDAY, APRIL 21st  
 FROM TWELVE NOON

## Chelsea

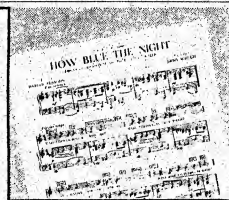
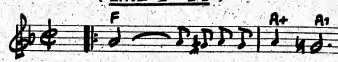
MUSIC CORPORATION

1619 BROADWAY

New York 19, N. Y. (Brill Building—Room 703)

P.S.—Our Current Song Is

I DON'T WANT TO LOVE YOU  
 (LIKE I DO)



"It's your lyric, Harold. Terrific!"

"No, Jimmy. it's your music. Colossal!"

Stop exchanging orchids, boys, you've both done yourself proud in...

# HOW BLUE THE NIGHT

Lyrics by HAROLD ADAMSON

Music by JIMMY McHUGH

1/2 tune of 20th-CENTURY FOX'S musical smash FOUR JILLS IN A JEEZ

ROBBINS MUSIC CORPORATION 799 SEVENTH AVENUE, N. Y. 19 JERRY JOHNSON, Gen. Prof. Mgr.

## Octavus Roy Cohen Reviews Havana Nitery Scene, Sez Talent '2 Below 0'

By OCTAVUS ROY COHEN  
(Recently returned to New York from Havana, where he vacationed for several months.)

Nightclub entertainment in Havana today rates two below zero. It isn't because of the war or because there isn't plenty of lettuce willing to be spent. It's because the patrons keep coming whether or not you give 'em the entertainment they want, and so the club owners don't. They admit that they can afford to spend more for acts than ever before, but at the same time they yell that they can't meet the price con-

dition which comes from Panama and Mexico City. As an example: In all the nightclubs of Havana which were in operation between Dec. 1 and April 1, there wasn't a single rumba team on display. The claim is that the minute a couple shows the ability to do a fast hip-swinging routine without gratifying somebody from the lands farther south shows up with a contract, and they're off.

There are only two real war casualties in the Havana nitery picture. The outstanding one is Sans Souci, standard dance spot for these many

years. That's been closed for more than a year, and although there is talk of opening this summer, there are those who doubt. The lads who ran it have opened a similar place with the same name in Mexico City and are said to be cleaning up. And in Mexico it's without the gambling, which is the mainstay in Cuba. The second casualty is the Casino Nacional, which, however, never remained open even in the salad days except for the three peak months of the winter season.

There are no American acts on display in any of the clubs, in sharp contrast to the pre-war policy of the better spots. How much of that is due to war restriction, and how much to the fact that the bosses won't lay it on the line for first-rate talent is anybody's guess. The local talent is pretty ghastly, with a few exceptions. The so-called shows, which go on about 1:15 and last for

approximately a half hour, are overboard on singers, especially tenors. Nobody shows any symptoms of listening while they work, which is a considerable achievement, because these lads crowd the mike, tune her up to top pitch and start giving Louis Armstrong sweet. That's usually the signal for the patrons to make more noise and the waiters to clutter more dishes and silver. But the mass psychology is such that without the "noise" the entertainment, the money wouldn't come in.

**Class Bistro**  
Most successful spot is Montmartre. That's on the edge of the swank Vedado residential section. Just two blocks from the Hotel Nacional, the town's foremost hostelry. It's been there for years under one name or another and has ranged from a hostess pickup spot to its present respectable elegance. There's a cocktail and supper room with informal entertainment and a huge dining room with a nifty dance floor and a couple of bands. Moderate dinner trade, but good booze patronage, and the chief income source is the gambling, thus being the only public place in the confines of Havana proper where a full-fledged gambling room is allowed. The roulette, dice and blackjack there is running businesslike, rather grim, along businesslike, rather grim, lines; but there's plenty of play. Rich Cubans—male and female—who sling stacks of chips around, plus a steady play from young American soldiers, sailors, officers and merchant mariners.

Show for three months consisted mainly of two acts: a very loud tenor and a tops Spanish dancer, Rosita Segovia, Senorita Segovia. (Continued on page 42)

### Ice Show Skips N. Y.

Schedule entanglements will force the forthcoming new edition of "Ice-Capades" out of New York during 1945.

Slating show had an 18-day run in Madison Square Garden last September, and was offered similar booking spot for the new '45 edition, but was forced to turn it down.

### Win Colleano Hurt

Buffalo, April 18  
Winnie Colleano, trapeze artist with the Bob Morton Shrine Circus at Memorial Auditorium currently, was injured Wednesday (12).

Attempting to somersault to a web, she missed and fell into the net striking a rigger who was standing beneath and injuring her shoulder.

### Hold Over Pitt Ice Revue

Pittsburgh, Apr. 18  
Big biz of McGowan-Mack ice revue at Terrace Room, William Penn Hotel, during Holy Week induced Tom Troy, manager of town's leading inn, to hold over the rink show for another three weeks.

Skating unit had originally been scheduled to close last Saturday (15), binding up four months of ice shows (spot had Dorothy Lewis previously for Terrace Room).

Manie Sachs, head of Columbia Records' N. Y. office, became godfather to Frank Sinatra's, recently born son.

### AL BORDE

PRESENTS



BENNY MEROFF

"FUNZAFIRE"  
COMPANY  
(FIFTH YEAR)

Fourth Week  
Jack Lynch's  
WALTON ROOF  
PHILADELPHIA, PA.

### FOR RENT

SMALL-LARGE OFFICES  
TIMES SQUARE

Recently modernized. Victoria Theatre, N.Y. Office of Mr. Bostwick, Wisconsin 7-0309.

## Can This Be True?

Lee Mortimer (N. Y. Daily Mirror) Says:

# "ONE OF THE FUNNIEST MEN ALIVE!"

At the CONCURRENT Engagements of

## DAVE APOLLON

At

THE ROXY THEATRE THE LATIN QUARTER  
NEW YORK

The Other New York Reviewers Seem to Agree

Frank Quinn, Mirror  
"Harry Richman, the DeMarecos and Dave Apollon give the Roxy a hefty talent lineup. . . . Apollon, singing oratorially with the crowds . . . scores."

Lee Mortimer, Mirror  
"Dave Apollon . . . Risibly comic, head-line, is in rare form, one of the funniest men alive."

Walter Hamshaw, Herald Tribune  
"Roxxy Tribute to Russia . . . Dave Apollon . . . entertainment . . . excellent."

Virginia Forbes, The New York Sun  
"Dave Apollon occupies the starring spot and makes his debut as a night club entertainer. The longer he's

on, the funnier he and his little Filipino phynoms become . . . appeared spontaneously."

Robert W. Dana, Herald Tribune  
" . . . an amiable, ebullient personality with a true instinct for showmanship."

Paul Martin, New York World-Telegram

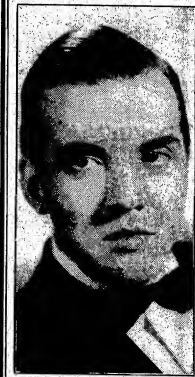
"Whether he's playing extravagant melodies on his mandolin as only he can in his majestically ecstatic Russian way or gagging . . . Apollon fits well into the night club scene."

Earl Wilson, N. Y. Post  
" . . . O. K. In fact, 'splendid'."

Mori, "VARIETY"  
" . . . Apollon clicks strongly."

## ARTHUR BLAKE

"Satirical Reflections"



Just Concluded

CHEZ PAREE

Chicago

PALMER HOUSE

Chicago

ROOSEVELT HOTEL

New Orleans

Currently

Capitol Theatre  
New York

And Continuing at the LATIN QUARTER, New York

## DAVE APOLLON

Direction, WILLIAM MORRIS AGENCY

Personal Mgt., BERNARD BURKE

Personal Management

WILL WEBER-ANTHONY PHILLIPS

Direction

GENERAL AMUSEMENT CORP.

(Thanks to Harry Romm)

BASIN STREET PROGRAM, WJZ-Blue Network, Sunday, May 7



# AGVA Suing to Recover S.S. Tax On Basis of Indie Contractor Ruling

Philadelphia, April 18. Letters have been sent all present and former members of the American Guild of Variety Artists inviting them to become parties to a suit planned by the union to collect back social security and withholding taxes.

Benjamin Donolow, AGVA counsel, is of the opinion that the theater is entitled to a rebate from the Government which may total more than \$300,000 on the basis of a recent Internal Revenue Department ruling that they are "independent contractors" and as such are not subject to these levies.

Another ground for the suit, Donolow believes, is the fact that most actors, because they work for diverse employers, had overpaid social security taxes. Donolow is collecting powers of attorney. As soon as this is effected he will file suit in Federal Court here.

## Hotel New Yorker To Make Ice Rink Repairs

New Yorker hotel, N. Y., has set aside the week of May 1 to do the long-waited repairs on its ice rink and will substitute a floor show consisting of acts, but no line, "Paul Beigel will double from the Versailles, N. Y., and the Morton Scales, vocal trio, are set. Others are tentative.

Week is the final one for Jerry Wald's orchestra. Tony Pastor replaces May 8 with a new ice show, which will be rehearsed by the skaters during the week's layoff, opens current show at the hotel here, been changed since last October.

## Tax In; Femmes Out

Los Angeles, April 18.

One result of the 30% tax bite on nitery entertainment in this city is an increase in the stag line at the bar and a decrease in the boy-meets-girl theme in the booth.

Corollary is a heavy demand for gin and tonics, the wholesalers for hard liquor to ease the tonics of lone male, who prefer liquid to lone company.

## Mimic Roy Rogers

Nixed By AGVA On

Agent Pat Squawk

American Guild of Variety Artists turned thumbs down last week on request of Roy Rogers, pantomimist, to imitate the cowboy agent's contract with Johnny Singer. Rogers is not to be confused with the cowboy film star of the same name.

Rogers charged Singer violated contract by not contributing to proper buildup of his career, had not increased his earning power, and his exclusive three-year contract of the legal 10% had been deducted from his salary. AGVA upheld Singer on all counts except the last, ruling that commissions over 10% deducted from Rogers' salary prior to Jan. 1, 1944, be returned.

Since Jan. 1 AGVA members have been permitted to pay commissions up to 15%, but the extra 5% may be paid only to an authorized broker who has an agreement to that effect and who represents a Class A spot only. The agent, per usual, is entitled to his 10%.

## Harlequin, N. Y., Set

On Casablanca Site

The Harlequin, N. Y., nitery, opens April 25 on the site formerly occupied by the Casablanca. Club will be operated by Joe Jacobs and Joe Bonds.

Initial bill will be headed by Dale Belmont, Irving Conn and Ferner's thumb band will alternate on the podium.

## Havana-Madrid Back

To Lines After Squawk

Havana-Madrid, N. Y., nitery, which discontinued its line of eight girls when the 30% Federal amusement tax went into effect early this month, has reversed itself.

Bistro is reverting to its former line policy when new show boxes in early next month. Figured by management that economy effected when girls were dropped didn't sit well with the customers.

In addition to the ponies, forthcoming show will include Paul and Eva Reyes, dancers, doubling from "Mexican Hayride."

## Saga of John McGuirk

New York.

Editor, "Variety": With Mort Singer and John McGuirk passing on, the colorful boys of the theatrical business are gradually making their exit.

John McGuirk was really a pair, mostly prominent in the '20s. I remember the two of them, I've been managing the Broadway theatre at 41st street and Broadway. They used to work in every theatre, as the Amalgamated Booking Offices were in the Broadway theatre bldg. The two men were inseparable, they never saw one without the other. McGuirk was in every theatre, half at, when on the road, traveling away from home, they even slept together. Of course, the agency claimed this was due to a desire of one to watch the other, but that was not so.

Both possessed a lot of humor in a dry, laconic way. I used to go to lunch with them on Tuesday or at Brown's Chop House; at any time they caught up on any gossip which generated on the radio since the previous Tuesday, as well as any dope on the latest vaudeville acts, pictures, etc. I first knew them when I was a young fellow playing in vaudeville in a school room act. They had a theatre in Norristown, Pa., where the State Inmate Asylum was located. McGuirk was in charge of Keith's Philadelphia, used to live in the following week at Norristown. If the week's salary didn't happen to contain a holiday, like T. missing Christmas, etc., Sablosky, McGuirk would ask the acts to give a morning show at the foolish factory. They then reciprocated by setting up the holiday dinner for the actors at the local hotel.

During this period, I, as well as number of other young fellows had a sideline writing parties. There used to be a type of act in those days that would come on the bill and part of their routine would be to sing a dozen or more verses on topical subjects, i.e., The Sheath Gown, Harry Thaw, the Cut Up, Dr. Mary Walker, invading men's pants, Tammany Hall. Any scandal or front page news was quickly seized upon and parodied in verse. We used to pick up \$8 or \$9 or \$10 a week by selling a couple or two to an act on the spot. McGuirk was never less than a month previous, but was a little stale, due to tempo tugging.

I remember on the occasion of the Thanksgiving dinner, following our morning show at the inmate asylum, Sablosky and McGuirk were both present and under the influence of a couple of alek everybody stood up and did something. My contribution was as follows (to the tune of "Throw Him Down McGuirk"): "Throw 'Em Down Sablosky, 'Dreg 'Em Out McGuirk."

If you want a next-in-clothing act just call up Billy Burke."

His acts are all big knockouts: "A riot on any bill."

Three cheers for Abe Sablosky And one for presidente.

Of course, amid great applause, some rabble-rouser wanted to know why I had left out McGuirk, which put me on the spot, as the only thing I could rhyme with McGuirk was "turd" and I didn't want to start a fight on Thanksgiving Day.

"Billy Burke produced the school-room act I was trouping with," said Charles B. McDonald.

# U. of Mich. Studes, Butterfield Chain Wrangle Over 'Unfair Competition'

Detroit, April 18.

A row between students at the University of Michigan, who were booked to act and bands to entertain soldiers on the campus, and a representative of the Butterfield circuit, which operates all five theatres in the college town at Ann Arbor, flared up last week.

What gave the feud plenty of fire works is that the representative of the theatres, Edmund Shields, a vice-president of Butterfield, also happens to be a regent of the university with plenty of say on student affairs. As a result of his protest, University President Ruthven nixed the show "Victory Varieties," which was to play in Hill Auditorium last Saturday.

A month ago, students on the campus, to entertain the 2,000 Army and Navy trainees at the U. of Mich., started importing talent from Chicago and lost \$400 on the first show. However, students felt they were beginning to feel their way into show business and were set to continue their project until Shields, in his capacity as regent, voiced his sharp protest on using public buildings for private entertainment and for competing with legitimate show biz in Ann Arbor.

The students' turn, acting through Roy Boucher, president of the Michigan Union, charged that the university president had acted on Shields' instigation and added that the university had engaged in other

theatrical enterprises without protest from the theatre group in Ann Arbor.

It is understood that the cancellation of the show last week, which had booked professional talent from Chicago, will result in no change in Coca-Cola's plans to bring its "Spotlight Band" program to the university campus this Saturday, where it will also play for the dance which follows for the military trainees at the school.

## New Philly Org to Act

For Nitery Employees

Philadelphia, April 18.

A council embracing unions of all crafts working in nightclubs and hotels was organized here last week to deal with employee problems in this field.

The organization is to be known as the Hotel and Cafe Trade Council. Officers of the council are: Richard C. Mayo, local American Guild of Variety Artists, president; Anthony Matz, Power and Maintenance Workers, vice-president; and Larry Stotts, Hotel and Cafe Employees, secretary-treasurer.

## LATER WITH MCA

Kenneth Lake joined staff Monday (17) of Music Corp. of America. He'll work out of MCA's N. Y. office for two weeks and then join MCA staff on the Coast.

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(Thanks to JACK FLANNY)

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WILLIE SHORE

Personal Management, AL BORDE

Now Entertaining THE BOYS IN SCOTLAND



WILLIE SHORE

Personal Management, AL BORDE

Now Entertaining THE BOYS IN SCOTLAND

WILLIE SHORE

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**THANKS Also To**

**DAVE WOLPER...**

**In appreciation of his splendid coop-  
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Hurricane Restaurant...**



*Ted Lewis*

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BACK TO METHUSELAH	MARCO MILLIONS	THE DEVIL'S DISCIPLE
BIOGRAPHY	MARY OF SCOTLAND	THE DOCTOR'S DILEMMA
BOTH YOUR HOUSES *	MR. PIM PASSES BY	THE GARRICK GAETIES
CALL IT A DAY	MOURNING BECOMES ELECTRA	THE GUARDSMAN
CAPRICE	PEER GYNT	THE PHILADELPHIA STORY
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THEY KNEW WHAT THEY WANTED *		THE MOON AND THE YELLOW RIVER

† Produced in association with others \* Prize Play

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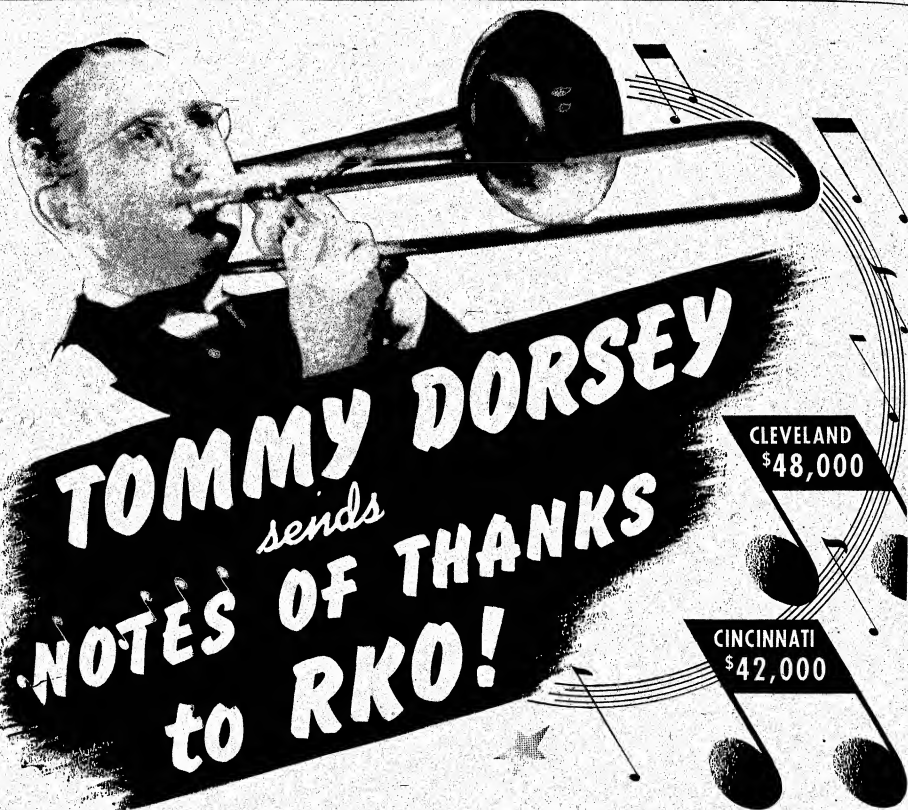












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—Tommy Dorsey

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# THEATRE

## Menjou Asks U.S. Army Protection From Critics 'Sniping' USO Performers

Adolphe Menjou says it's up to the U. S. Army "to protect us players from snipers." He also feels it's up to the Army "to get us decent facilities—people who know show business."

The film star, in a tour for a series of radio broadcasts following a tour of Canada for its Sixth War Loan drive, has a gripe based on treatment received while in North Africa and Sicily last fall. He's also burned up at the "malicious sniping" several news writers took recently at his stars' entertaining overseas.

Menjou was especially vexed over a John Lardner syndicated story from Naples earlier this month, "criticized by the N. Y. Herald Tribune," panning Kay Francis, George Raft, himself and others. He calls Lardner's remarks "out-and-out lies," and demands that the Army get Lardner to retract them.

"Gentlemen have no right to criticize performers who are playing for soldiers, says Menjou, particularly when actors work under "appalling conditions" and for free. A gripe from a soldier is okay, he adds. But a writer present, by courtesy, at an Army show should shut up unless he has something good to say.

"See Danger to Pix Guests."

If such "sniping" continues, says Menjou, the whole setup of film appearances will be killed. And that would be a shame because the G.I.'s he's found, went to see the Betty Grable, Rita Hayworths and Paulette Goddards face to face.

## NEW FILM CROONER AN ARMY DESERTER

Wes Howard, singer Metro signed during a date last fall at the Famous Door, N. Y., and shipped to Hollywood, was recently proved to be a deserter from the Army. He has been AWOL for 11 months and was picked up in Hollywood and returned to a Georgia training camp, where he's now in the brig.

"Howard drew considerable comment in the trade late last year with a story of riding into N. Y. on a hot, hungry and angry steed, and his subsequent bickering into the Door by the Moe Gale Agency and his signing with Metro. His desert status then was explained as 4-F."

2d Generation of Show Biz Figures in Operetta

—As figures of two well-known in the Broadway figure cabinet, recently in the authorship of "Helen" (Monday) (24) and "Helen" (N. Y. All are in the Army.

## SET UP SHOW BIZ COMMANDMENTS

**Kaufman Dramatizing Marquand's 'Apley'**

George S. Kaufman is dramatizing the life of Marquand's "The Late George Apley" for Max Gordon.

It's the playwright's first writing chore in some time. Meanwhile, he is reading the "Seventy Lively Arts" musical for the Ziegfeld, N. Y., when Rose takes over that house from Loew's on Labor Day.

## N. Y. Critics Can't Decide on 'Best' Play; 'Wind' Almost Winnah

Although there is plenty of dramatic class on Broadway, the Critics Circle could make no "best-play" award when the sole boy got out yesterday (Tuesday). After a one-hour session at the Hotel Algonquin they were on their way to their offices trying to figure who pulled the boner in changing the rules, for the result of a one-vote vote failed to supply a simple majority.

There were 14 votes. Seven went to Lillian Hellman's "The Searching Wind" (Fulton), which needed but one more to actually win. As the rules call for single ballot, the critics quickly realized they had outsmarted themselves in restricting their play-selecting activity to avoid such a situation as arose last year, when there was a verbal free-for-all that nearly broke up the Circle. That time "The Patriots" won. Joker-players for "The Skin of Our Teeth" caused the riot.

"To all intents and purposes "Wind" was the winner, no other play even being close. "The Voice of the Turtle" (Morosco) took two votes, and "The Wind" (Fulton) took one, a last-season product, got one, that, making a total of 11, while four received either one or two votes.

(Continued on page 36)

## DIES' COMMUNISTIC PROBE IN HOLLYWOOD

Hollywood, April 25.

Representatives of the Dies committee are reported sleuthing among film workers of Hollywood as result, according to union leaders, of recent blasts by the Motion Picture Alliance, Motion Picture Patents Local 664, Film Technicians Local 633, Screen Extras Local 633, Screen Directors Guild, and other crafts, affiliated with IATSE.

**Eddie Cantor Forces Era in Which Performers Will Play Outstanding Role in 'Giving GI Wounded New Lease on Life—Outlines New 'Do's' and 'Don't's'**

## FAULTS NEED REMEDY

By GEORGE ROSEN

Already taking shape and seen designed as probably the greatest role show biz has yet played on the humanitarian front is a "Purple Heart" circuit, which for years to come, will far outstrip in number and importance anything previously attempted. As such, show biz will take its place, alongside the surgeon and the sealer, in administering (Continued on page 10)

## Come Down From That Cloud, Jackson, You're Only Kidding Yourself

Washington, April 25.

Contrary to belief, marshalla does not improve musical ability, according to a study just completed by Dr. C. Knight Aldrich, of United States Public Health Service. Using a synthetic marshalla-like chemical, he tested 12 men imprisoned on marshalla charges, two professional musicians and two amateurs.

Study showed that nine of the 12 had lower scores when using the drug than without it.

## TOO MUCH 'OKLAHOMA' FOR PITT DRAMA EDITOR

Pittsburgh, April 25.

Harold V. Cohen, drama editor of the Pittsburgh Post-Gazette, and "Variety" mugg in that city, didn't know what he was letting himself in for last week when he offered through his column to sell two balcony seats to "Oklahoma" on Broadway for a Steinbrenner. O. reader who had purchased a pair for Friday night (25) several months ago, and couldn't use them because he was going into the service. Purchaser had a real trouble having a pair of boxseats, but couldn't get one, so appealed to Cohen to help him out.

Fire didn't stop ringing at the door, carrying the noise hit the street, the fan began for the columnist. "The editor didn't stop ringing at his home all night. Post-Gazette operators were swamped with calls, and threatened to murder or at least maim. Cohen, and telegrams, special deliveries and postcards were sent to him on his desk the next morning.

## G.O.P. Convention May Be Milestone For Telecasting of Big News Events

**Burlesque Label, Back In Seattle, Ups Biz 25%**

Seattle, April 25.

Burlesque, back in Seattle, at the Rivoli, has boosted biz 25% since the lights went into those magic letters in front of the house, pointing up a nationwide reaction toward burley's old, power.

Tempo of the town is rather on the loose boom type.

## 15% Nightclub Tax May Be Compromise; See 20,000 Jobless By May 1

A comprehensive report showing sharp inroads into nitery biz through out the country due directly to the 30% federal amusement tax was submitted yesterday (25) to the Ways and Means Committee of the House of Representatives, which is deliberating on a resolution offered last week by Rep. Harold Knutson, Minnesota Republican, to slash the current tax to 10%.

Survey was compiled by the American Guild of Variety Artists.

Matt Shevley, national administrator of AGVA, hurried to Washington yesterday (Tues.) to confer with senators and representatives relative to lobbying sufficient strength to pass the bill through both houses. Shevley will remain in Washington for the remainder of the week. Also on the scene to muster support are representatives of the American Federation of Labor, whose nitery-affiliated union members have been hard hit by the amusement tax.

General feeling prevails that bill will have fairly rough sailing and that a compromise is inevitable, with likely result that it will be slashed to 10%.

Meantime, third week of the amusement season, which became effective April 1, finds the toll among niteries (Continued on page 33)

## DID TODD LEAVE OUT SWITCHBOARD GAL?

There are so many participants from his office in Mike Todd's new show, "Pleasure Girl," with Belle Loyal, Leslie Harmon and Sgt. Bill. It's there at no 20th-Fox or any other picture club in it, despite the fact Joe Schenck, the 20th, despite who is a personal friend of Todd's, may acquire a piece of it on his own.

Republican convention in Chicago in June new figures to be the springboard for launching the biggest interest in television shown in wartime period: because at least three television outlets have plans for extensive coverage. All three have linked up with newswire companies, according to report, but actual coverage details are being kept under wraps because of competitive angle. G.O.P. national gathering likely to be employed by Radio Corp.-NBC, DuMont and General Electric to test their pet theories on spot news coverage.

One of the most elaborate setups is being framed by Paramount newswire and DuMont, an affiliated company. Likely that a special television camera will be used so that the news can be readily translated into film for months to perfect its intermediary film method for handling television broadcasts. This method calls for the telecast to be picked up almost instantaneously on film, then (Continued on page 2)

## ARGENTINA HEDGES ON ANTI-NAZI FILMS

Montevideo, April 25.

Series of new movies which observers here regard as being directly aimed at U. S. film producers has created a situation which many believe may eventually cause wholesale film boycotts in Buenos Aires and elsewhere in Argentina.

Moves fall into two main headings: (1) sudden switch of what was hoped was to be more liberal policy toward long-banned, anti-Nazi films; and (2) officially sponsored quota-law proposal to force all exhibitors to devote "minorities of one-third their running time and 40% of their grosses to national productions."

Censorship switch was demonstrated (Continued on page 2)

## Larger Fuel Ratios For the Showboats

Washington, April 25.

Larger fuel ratios for showboats and other river cruise boats, OPA announced Sunday (24) that it was largely will be boats which provide short trips, with dancing, films and live shows, for the summer of '44, partly last year because of the oil situation.

For the summer, for the first time since rationing, pleasure steamers in the states of Washington and Oregon will be permitted the same rationing as in other parts of the country.







# THEATRE NEW YORK

## New State Building Code Would Cost Theatres Millions, May Shutter Some

By MORI KRUSHEN

N. Y. State Department of Labor has drafted a new building code which will affect the construction and operation of all theatres throughout the state with the exception of N. Y. City. Revision of the standard building code, applying to all "places of public assembly," portends millions of dollars, much higher cost of new construction in the post-war era, and possibility of shuttering upstate theatres in many areas where renovations cannot be made.

Commissioner of Labor, mentions, has invited the theatrical industry to meet two or three persons to review and sit in on the Department's advisory committee which is to be set up to pass on proposed legislation. Senator J. Henry Walters, RKO counsel, has called a meeting of theatre operators to be held at his office in New York next Friday (28) to report on studies which have meantime been made by the circuit of the new building proposals.

Following a meeting held in N. Y. earlier this month at which the theatre operators concerned appointed reviewers to make a study and deliver a report on the proposed code. Those appointed by their respective organizations were Harry Moskowitz, Joseph H. R. Maier, Warner's; Jules Catzoff, Skouras Circuit; Charles Brody, Paramount; M. H. Lavin, Fabian; James F. Kelly, League of N. Y. Theatres; Walter F. J. Higgins, Sider.

This group, at meeting next Friday, will likely name representatives for the industry who will appear before the Commissioner of Labor's advisory committee.

Under the proposed code, it is likely that few existing stages, outside of metropolitan centers, could be used. The code would require that certain parts of the state would have to eliminate live entertainment of any kind. Costs of the code, which would be prohibitive, and in many cases exhibitors and legitimate operators would be unable to comply because of material shortages.

### Escape Clause

There appears to be, however, an escape clause in the proposed regulation under which theatre operators may ask for a delay of two RKO (Continued on page 10)

## RKO Strengthens Financial Setup Via KAO Pfd. Redemption

Progress being made by RKO in quietly venging its financial stabilization program is surprising even Wall Street. Aside from the saving dividend option, also the redemption of the forthcoming redemption of the KAO-A-Orpheum preferred stock, which RKO has been unable to stand in the way of the common excepting the parent company's preferred. All of this naturally enhances the value of RKO common, according to Street opinion.

While there is no report evidence that RKO intends to call in the preferred (though this talk has been prevalent in the financial circles for weeks), the corporation is moving in steps which would be more readily understood than years ago. At that time few expected RKO to clear up its mess. Also the preferred but this was done by the corporation early this year. RKO's redemption of the K-A-O preferred, early action looking to the calling in of RKO preferred does not seem in the least likely that calling in this stock would require around \$120,000 does not seem to appear likely. Also the financial position of RKO may bring about sooner than now seems likely. Now that RKO preferred soon will be redeemed, RKO will be in a financial position regarding K-A-O shares which the common of the theatre would be held by RKO.

## SAG Calls Film Groups To Halt Industry Attacks

Hollywood, April 25. Screen Writers Guild sent out a call for representatives of 40,000 film workers, artists and execs to meet in a general conference, May 2, to discuss ways and means of "combating harmful and irresponsible" statements about the industry.

Call was wired to 40 groups.

## Wallis, Mayer, Schenck Talks

Hal Wallis last week reportedly discussed a production setup with Louis B. Mayer and Nicholas M. Schenck at the latter's Long Island home.

Wallis is still talking other deals, as is according to Wallis, who wants to head up an independent production unit and it is still doubtful that either 20th-Fox or Metro would set up a deal of that kind.

Further Joe Hazen-Hall Wallis confab is continuing, and possibility of them lining up together for a deal with some major company is being discussed.

Wallis, incidentally, will probably get the film rights to "The Searching for the Lillian Hellman play." He is close to both the playwright and Herman Shumlin, who produced.

## MAYER'S \$1,138,992 AGAIN TOP SALARY

Philadelphia, April 25. Louis B. Mayer continues to hold the title of America's highest paid executive for the 10th consecutive year, it was revealed by the Securities and Exchange Commission here today when figures for Loew's, Inc., execs for 1943 was made public.

Mayer received \$1,138,992 as an executive for the 10th consecutive year, it was revealed by the Securities and Exchange Commission here today when figures for Loew's, Inc., execs for 1943 was made public.

Other salaries for Loew execs include Nicholas M. Schenck, president, \$425,000; David L. Bernstein, reported as a bonus or share in the profits; E. J. Mannix, v.p., \$572,739; and Lillian Hellman, v.p., \$214,160. Other executives include J. P. Agnew, \$229,435; J. Robert Rubin, \$213,928; Sam Katz, \$214,139; Al Lichtman, \$160,694; and Lawrence Weinstein, \$33,553.

## PREP NEWSRELS FOR THE 20 FRONT

Washington, April 25. Newsreels are all set to go with coverage on the opening of the 2d front in Western Europe. Six liners will be hand to hand to in with the first wave; two others are ready to be switched from the Italian front whenever needed and will carry on from this country as soon as there is a call for them.

In addition, recent proposals have been developed an agreement for plenty of footage to be turned over to the needs by official Army-Navy cameramen who will be in action right along.

The invasion cameramen, according to Claude Collins, WAC newsreel coordinator, will be under the direction of E. C. Buddy, European manager of the newsreel pool, who from New York City will direct the meetings in this country. His staff will include John Boekhorst and Jack Loe of News of the Day; Neil Sullivan, of Pathe; Robert Blair, Movietone; Thomas A. Priely, Universal; and John Dares, who will be in South America during the past year, representing the pool and CIAA.

Italy, and ready for a switch at any time, are Robert Donahue, Jr., Pathe, and Lewis S. Cass, Paramount. They have been equipped with new cameras, new telephoto lenses, and other necessary equipment. They have been given full cooperation from the armed forces, so that the way will be paved for making pictures.

## V. P. of Butterfield Co., Also U. of Mich. Regent, Named With Regents

Detroit, April 25. Fellow regents of the University of Michigan have handed a rebuke to Edmund C. Shields, a vice-president of the Butterfield Circuit, for his action in forcing the students to attend the hiring of professional talent for a show for military trainees stationed on the campus.

Shields, who is both a regent of the university and an official of the theatre company which operates all five houses in the college town, had protested the hiring and proposed a show for the students' show as running in competition with the regular operators and forced the cancellation of last Saturday's show, "Victory Varieties."

In turn, his fellow regents adopted a resolution, which asserted that "the dean of students and other proper authorities be authorized to put on such entertainment as they think best for the advantage of the student body and the honor of the university."

(Continued on page 10)

## Chaplin, Walking Out on UA Huddles, May Fight Plans for Majority Vote

Hollywood, April 25. Charlie Chaplin walked out of the important meeting of the United Artists board of directors yesterday (Mon.) at which it was decided to elect new directors and to change in the operations of the releasing organization to the stockholders.

Chaplin, who is the chairman of the board, and who attended a previous meeting two weeks ago, left last week for N. Y. with no proxy on hand.

## See Bill Erbh Succeeding Hugh Owen At Par. Donohue Up: Gillham to UA?

## Jack Warner Cancels Trip East, Too Busy

Hollywood, April 25. Jack L. Warner cancelled his trip east for the "Mark Twain" premiere over the weekend.

Reason for staying on Coast is too much in production and preparation at studio to allow leaving.

## 20th to Distrib Rank-Kelly Films

London, April 25. With the J. Arthur Rank-Gaumont British deal okayed by Spytos Skouras, 20th-Fox prexy, arrangements are now complete for 20th to handle physical distribution for Rank's Eagle-Lion distribution setup, headed by Arthur W. Kelly, in the U. S.

Rank has also agreed to add Larry Kent, executive assistant to Skouras, to the Gaumont-British directorate to administer the 20th-Fox position in G-B.

Meantime, "A Canterbury Tale," first Eagle-Lion film, is to open at the Old Leicester Square on May 12. "This Happy Breed," another Eagle-Lion release, goes into the Gaumont and Marble Arch theatres tomorrow (26).

## U. S. TAXES REFLECT FEB. BOOM TAKINGS

Washington, April 25. Show biz had a boomtown February on the basis of tax returns announced by the Bureau of Internal Revenue.

The tax load at \$14,883,000, or \$2,900,000 more than in January, which was a longer month, and over \$3,000,000 better than in February, 1943.

About 30,000 of the "levy comes from pictures." The turnstile clicked at a furious rate on Broadway, although slightly off from the record-breaking February, 1943. Collections in the 3d N. Y. Revenue District (all Manhattan above 23d street) were \$2,074,005, as contrasted with the meager \$906,000 that Uncle Sam got in January. The figure for February, 1943, was \$2,000,000.

Manhattan theatres also operated at a furious clip, paying a tax of \$109,975, on the basis of the old 9¢ bite on tabs.

With Hugh Owen, eastern-southeastern touring manager. Arrangement, understood set to join Van Meter (Selznick) as general sales manager. Reportedly likely that his successor at Par will be William Erbh, New England district chief headquartering in New York. At same time, it was said Charles M. Reagen, newly-appointed v.p. over distribution, was creating a third division, known as the central division. James Donohue, Par's district manager at Dallas, is mentioned in connection with creation of such a third division. Other large majors have three divisions, whereas Par has had only two in recent years.

There is not as yet any official confirmation from Paramount or Reagen on these reports, nor as to Coast talk that Robert M. Gillham, Par's advertising manager, is joining United Artists as head of its publicity-ad department. With such reports anticipated, it is joining United Artists as head of its publicity-ad department. With such reports anticipated, it is joining United Artists as head of its publicity-ad department. With such reports anticipated, it is joining United Artists as head of its publicity-ad department.

## BATTILING FEMMES PURSUE FERROL FLYNN

Hollywood, April 25. Embattled Ferrol Flynn got himself eased Sunday (23) night without even trying. Actor was tagged by a crowd of admirers who started a fight in the Moabito. One girl told Flynn, who was sitting at a nearby table, he ought to go in on it. When actor demurred she bopped him with her fist and the brawl was on.

Flynn's only movement was to wipe ego from his hair while girls were separated and hauled out two different ways from Flynn.

"I didn't have any idea what it was all about. I just happened to get in the way of the fight."

## GARLAND, WALKER TEAMED

Hollywood, April 25. Judy Garland and Robert Walker draw top spots in "The Clock" at Pantages, Fred's production on the Calver City lot.

Picture, written by Paul and Pauline Gallico.

VARIETY	
Trade Mark Registered	
FOUNDED BY SIMS SILVERMAN	
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DAILY VARIETY  
(Published in Hollywood)  
216 N. Year-216 Edition



# Yes, We Said At The New

25% LONGER THAN THE LONGEST RUN  
WITH BUSINESS IN FIRST 8 WEEKS ALONE 26% OVER  
TYPICAL OF THE TREMENDOUS

*"Lady in"*

It could go on and on, but we must make way for  
the picture that will make you proud

IN TECHNICOLOR Starring GINGER ROGERS • RAY MILLAND • WARNER BAXTER • JON HALL • with MISCHA AVER • B. B. BOYD



# Weeks York Paramount

IN THIS THEATRE'S 18-YEAR HISTORY!...  
R THE *FULL RUN* OF PREVIOUS RECORD-HOLDER!...  
COAST-TO-COAST BUSINESS OF...

## *the Dark*

Bing Crosby's "GOING MY WAY"—  
der than ever of show business and *Paramount*

Executive Producer • A MITCHELL LEISEN Production • Directed by MITCHELL LEISEN • Screen Play by Frances Goodrich and Albert Mackelt • Based Upon the Play by Moss Hart • With Music by Kurt Weill and Lyrics by Ira Gershwin

# Cited

"FOR CARRYING ON WITH DIGNITY AND ABILITY THE  
KIND OF JOB SHOW BUSINESS HAS TO DO IN THE CRUCIAL  
DAYS OF THE NATION" ☆ ☆ ☆ ☆ ☆

#### "SPECIAL CITATIONS:

**BOB HOPE**—For his unceasing efforts to bring a plasma of laughs to the men in uniform; for bringing with him on his trips to the fighting fronts and to the home training bases a symbol of all show business wrapped up in the most winning performer of our time; for being Radio's No. 1 "Soldier in Greasepaint"; for being to World War II what Elsie Janis was to World War I; for carrying on with dignity and ability the kind of job show business has to do in the crucial days of the nation; for setting a standard of sacrifice and single-mindedness matched only by film star Joe E. Brown's heroic contributions in the South Pacific and other far-flung battle fronts; for pacing a global caravan of top stars that included other selfless Americans as Al Jolson, Jack Benny, Frances Langford and the honored roll call of unsung troupers; for truly being a living, breathing example of what SHOWMANAGEMENT means to "Variety" and its readers and the American public."

... *THIS SPLENDID TRIBUTE FROM  
VARIETY IS QUOTED WITH PRIDE  
AND AFFECTION BY Paramount*

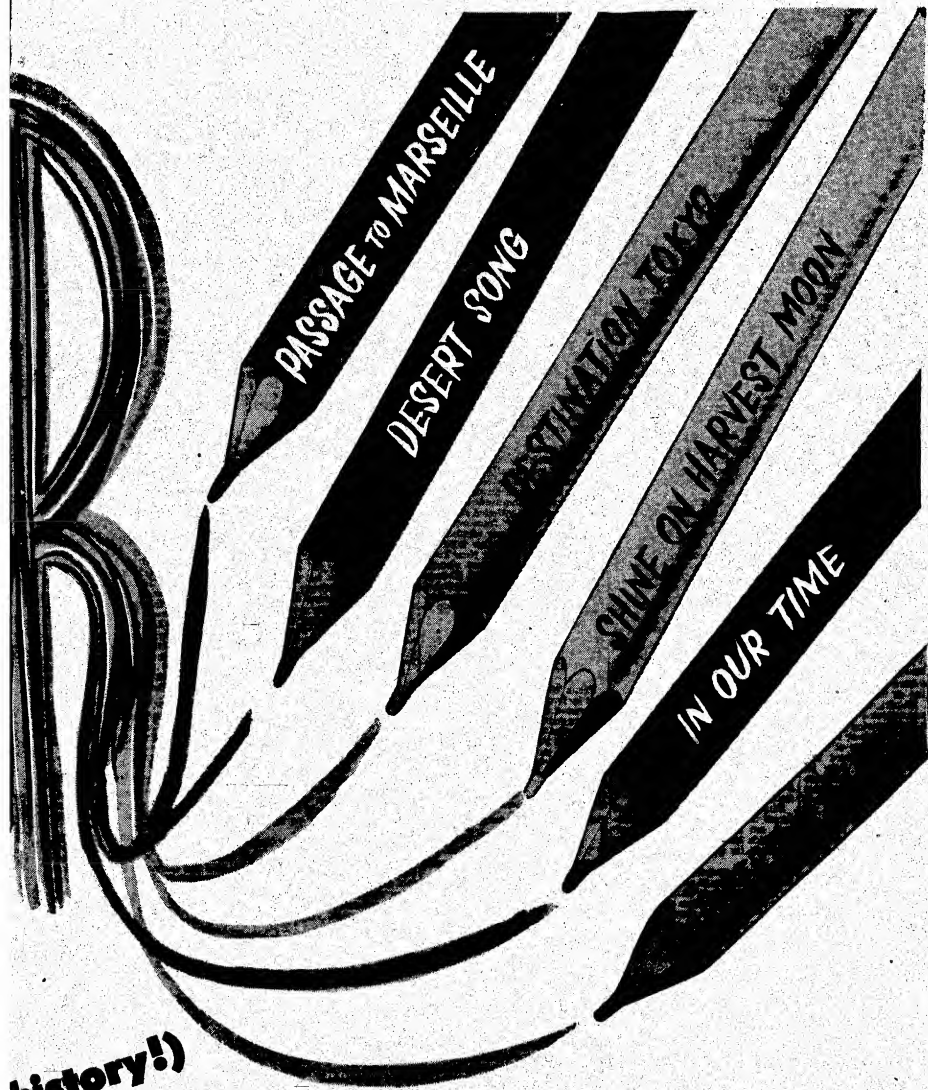






# WAR

(Writing show)



history!)



THE ADVENTURES OF  
MARK TWAIN







## OPEN LETTER TO THE MOTION PICTURE INDUSTRY

*National Theatres Amusement Co., Inc.  
1609 West Washington Boulevard  
Los Angeles, California*

*Office of the President  
Charles P. Skouras*

April 24, 1944.

Within a very short time the names of the winners of the "Honored Hundred Contest" of the Fourth War Loan will be announced. Thereafter, these Honored Hundred will be presented, in person, to the Honorable Henry Morgenthau, Jr., Secretary of the Treasury, and Mr. Ted R. Gamble, National Director of the War Finance Division, in Washington. With this function, the work of the National Committee of the Fourth War Loan of the Motion Picture Industry will have been concluded.

We extend our profound appreciation to everyone in our great Industry for the cooperation which has been given us. To every member of the War Activities Committee, to the 195,000 volunteer workers of the Industry who participated in the campaign, to the Hollywood Victory Committee, to the Trade Press, to the Producers, Distributors and Exhibitors whose magnificent support helped us to exceed our goal - "A Bond for Every Seat" - we say, "Thank you!"

In June, the Industry will embark upon the Fifth War Loan Campaign under the leadership of Mr. Robert J. O'Donnell, of Dallas, Texas. No more able or popular leader could have been selected. The War Activities Committee is to be congratulated upon its choice of Chairman.

As the great task in which we were privileged to serve comes to a close, we salute the new Chairman, wish him every success in the job which is ahead and pledge him our fullest support.

Sincerely,

National Committee  
Fourth War Loan Campaign.

*Charles P. Skouras*  
CHARLES P. SKOURAS  
Chairman.



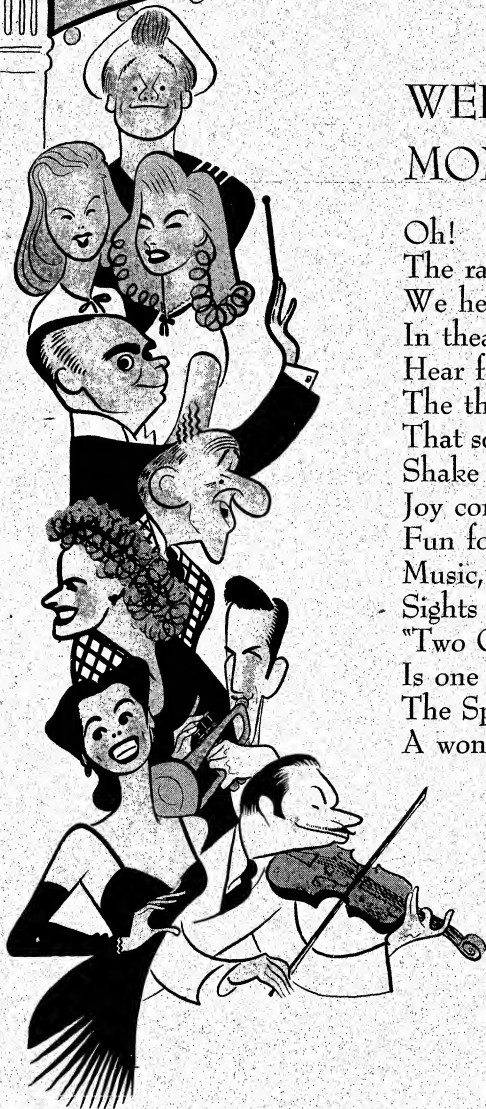
# PREVIEW! M-G-M's MUSICAL TWO GIRLS AND A SAILOR

## WERE YOU THERE MONDAY NIGHT?

Oh!  
The rafters rang!  
We held Trade Screenings  
In theatres so you could  
Hear for yourself  
The thunder of a HIT  
That soon will  
Shake a nation!  
Joy comes to America—  
Fun for the millions.  
Music, romance, talent galore,  
Sights to see with glee!  
"Two Girls and A Sailor"  
Is one of M-G-M's new group  
The Springtime Five!  
A wonderful group!

### "TWO GIRLS' AND A SAILOR"

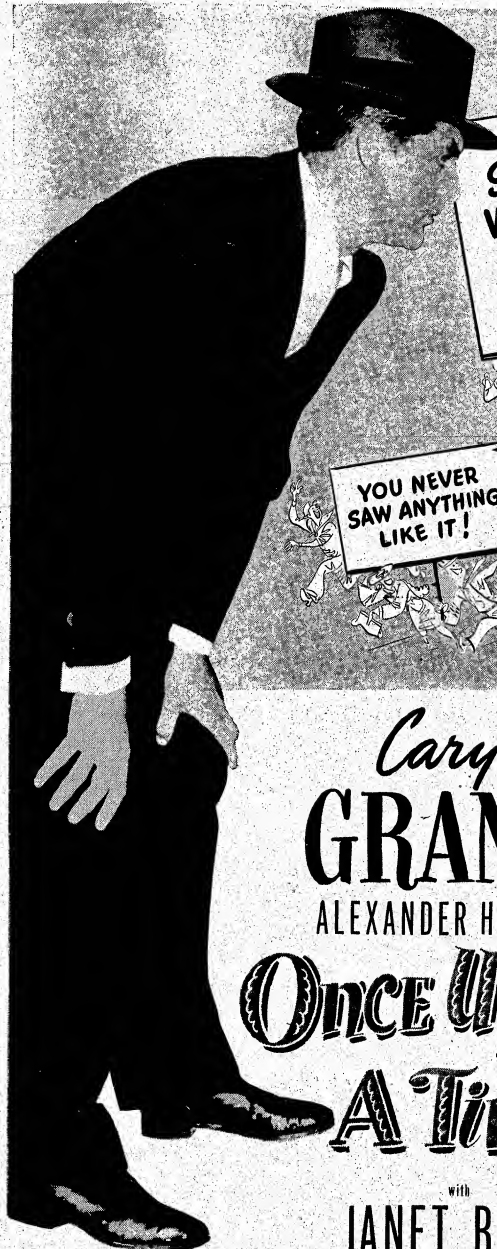
with Van Johnson, June Allyson, Gloria De Haven,  
Jose Iturbi, Jimmy Durante, Gracie Allen, Lena  
Horne, Harry James and His Music Makers with  
Helen Forrest, Xavier Cugat and His Orchestra  
with Lina Romay, Tom Drake, Henry Stephenson,  
Henry O'Neill, Ben Blue, Carlos Ramirez, Frank  
Sully, Albert Coates, Donald Meek, Amparo  
Novarro, Virginia O'Brien, Wilde Twine • Original  
Screen Play by Richard Connell and Gladys  
Lehman • An M-G-M Picture • Directed by  
Richard Thorpe • Produced by Joe Pasternak











SOMETHING  
WONDERFUL  
IS COMING  
YOUR WAY!

IT'S  
CHUCKLESOME!

IT'S  
DIFFERENT!

ONCE UPON  
A TIME  
IS  
TODAY!

YOU NEVER  
SAW ANYTHING  
LIKE IT!

GIVE US  
MORE  
PLAYING  
TIME!



*Cary*  
**GRANT**

ALEXANDER HALL'S

**Once Upon  
A Time**

with

**JANET BLAIR**

JAMES GLEASON • TED DONALDSON

From the studio  
that sets the pace  
for comedy year  
after year...

Now comes a  
grand new whim-  
sical comedy to set  
the pace for all  
comedies for years  
and years to come!



Screen play by Lewis Meltzer and Oscar Saul • Directed by ALEXANDER HALL • A COLUMBIA PICTURE



Gangway for  
RKO Radio's  
HYSTERICAL  
NAUTICAL

Musical

# SEVEN DAYS ASHORE



Sailor fun with blondes, brunettes, and redheads . . .  
in a rollicking revel of romance and rhythm,  
Songs and laughs, glamour and lusty wisecracks .  
And is it fun ! . . . every speeding minute of it!

**8** NAMES THAT MEAN LAUGHS  
AND SONG AND GLAMOUR...

WALLY BROWN • ALAN CARNEY  
MARCY McGUIRE • GORDON OLIVER  
VIRGINIA MAYO • AMELITA WARD  
ELAINE SHEPARD • DOOLEY WILSON

**2** SOLID SENDING  
NAME BANDS...

FREDDIE SLACK  
and his Orchestra  
FREDDIE FISHER (Col. Corn)  
and his Band

**7** SONGS...  
SWEET and HOT

including: "Ready, Aim, Kiss"  
"Hail and Farewell"  
"Sioux City Sue"  
"Apple Blossoms  
in the Rain"

RKO  
RADIO  
PICTURES

Produced and Directed by John H. Auer  
Screen Play by Edward Tivler, Irving Phillips & Lawrence Kimble



PATRIOTS! HELP RECRUIT WACS! MAY 11 THRU 17!



*a Picture that is OUT OF THIS WORLD*



REPUBLIC brings you  
a Box Office CHILLER!

*"The Lady and the Monster"*

with

VERA HRUBA RALSTON ★ RICHARD ARLEN ★ ERICH VON STROHEIM  
HELEN VINSON ★ SIDNEY BLACKMER

GEORGE SHERMAN, Director

Screenplay by Dane Lussier • Frederick Kohner

Based on the novel "Donovan's Brain," by Curt Siodmak





# Stamped with

*The Year's Action Hit  
is Now in Action!*

## Buffalo Bill

*in technicolor*

Beating holiday figures at the Roxy, New York—and across the country! In Denver, move-over engagement at the Aladdin triples average business after picture sets all-time high in two other theatres! Everywhere, it's not only its opening power but its building power that's terrific!

\*and **BIGGER** every day they play... "THE PURPLE HEART" • "THE SONG OF BERNADETTE" • "THE SULLIVANS" • "JANE EYRE" • "LIFEBOAT" • "THE LODGE"

*It's Jumping Ahead  
of 20<sup>th</sup>s Top Musicals!*

# FOUR JILLS in a JEEP

Spot after spot reports it ahead of "Sweet Rosie O'Grady"—ahead of "The Gang's All Here"—ahead of "Hello, Frisco, Hello"! All along the line, its big names, its fast fun are fulfilling the estimate of the Film Daily which calls it "A strong box-office magnet!"

COOPERATE WITH UNCLE SAM  
BY ACQUICKLY RECRUITING WEEK  
MAY 15th THROUGH 17th

*biggest* **20**  
CENTURY-FOX



## Manpower Shortage's Silver Lining, Kids Szie Chance to Peep Up Radio

At least one positive reaction stemming from radio's lack of manpower due to the army's call-up, is hidden talent disclosed among the rank and file workers engaged in the networks and stations around the country. The urgent need for creative talent, particularly in the production end, is giving opportunity to many clerical workers and others who, were 6 not for the war, would be the guys with reputations, would still be taking dictation and adding figures.

Armed only with the knowledge garnered from daily contact with those who did the work before them, kids, according to reports from some of the top station managers and network execs, are far from being overwhelmed by the opportunity. Rather, they have the courage to tread new paths and introduce new ideas into radio in both the production and writing end. While many have already been needed out on the job, the experiment on the whole, say the station and network execs, has more than justified the belief that script writers, directors and producers can be trained from willing and able youngsters and that the industry will not have to depend on the few recognized topnotchers, will benefit from the enlarged field from which they can draw.

Illustrations are cited of the value of the enthusiasm, freshness and originality shown by the crop of newcomers who are being trained in the club stage, show much promise to offset the smugness and stereotyped qualities of those previously in control.

Opening the doors to the newcomers is generally agreed to be for the future of radio. Already ease is cited of a former secretary in a Y station who popped out a novel script idea. Program clicked, and gal, given the opportunity, developed in such strides that within a few months she was grabbed up by an agency.

## AFRA Demanding Gender At Pacts

American Federation of Radio Artists has advised all radio agents that all contracts with its members for commercial program running 12 weeks or more must be submitted to the union for period before final signing. This order is based on numerous recent complaints of inequitable agreement.

## N. Y. Indie Has New MOPPET SHOW SLANT

A new approach to youth programs will be attempted on WNEW-TV, with a series now in the formative stage based on the formula of exciting adult aires aimed towards the kids. Idea will be not to talk down to the moppets, and predicated on the belief that the adults have only succeeded in messing up the world, and for that reason youth should be heard.

Series, entitled "Make Way for Youth," will use the "radio theater" "Invitation to Learning," and "We, the People," as a foundation for discussion of the world's problems as viewed by kids. Slant that maturity is a wonderful thing, but it's a shame it's wasted on a kid. The series will be switched from the adult treatment. Under the plan, "We, the People," for instance, will become "We, the Kids." Slans will also be designed to prove that for every delinquent juv there are hundreds of thousands of kids who are decent.

Production and writing of the programs will be supervised by Keith Frank, who has been called in by the station as a consultant for youth programs. Frank got his experience with kid activities as national director of children's activities for the National Theater of the Arts, and recently quit as radio director of the William H. Weintraub agency.

Toledo-Toledo Radio has filed an application with the Federal Communications Commission to authorize to construct a new FM station, to be operated on 44.5 mc, with coverage of 8,400 square miles.

## Anybody Wanna Buy 'Matinee Playhouse'?

"Matinee Playhouse," half-hour live-action radio play, books and films, being offered for sponsorship as a daytime show on the air two seasons ago, transferred, and was known as the "Whistlers' Playhouse," sponsored by the cereal company, at that time.

## Andy Devine Gets Own Air Show

Andy Devine, after many years of guesting, will emcee a program of his own when he takes over the "Goodyear-RCA 'Rock 'n' Lullaby Polka' on May 13. Session will move to the Coast on that date with the "Helen, Gail, and Roy" appearing in "Helen, Gail, to Troy," which opened at the Alvin, N. Y., Monday (24), and starring Helen, Gail, and Roy, with recordings in the east and his farm in Duluth county, Frank Woods also will be joined by 16 piece group which hasn't been set yet.

The Song Spinners will move to the Coast, where the Sons of the Pioneers will be added to handle instrumental numbers and vocal solos. Lou Fulton, sponsor, leaves for the Coast April 30.

## WNEW Talent Hunt Lines Up Experienced Writers-Directors' Aid

WNEW, N. Y., will provide an opportunity for young writers and directors to get on the air and work with the top directors via a new session which will start April 30, 9 p. m. The session will be headed by the station's chief writer, W. W. Board, and the AFRA hopefuls will be paid regular AFRA fees.

WNEW also will contribute their services.

If WNEW doesn't provide adequate material for the show, WNEW will go out and get writers to do scripts on war themes.

## WARNERS NIX BALLY FOR OLIVIA'S AIRER

J. Walter Thompson agency, which handles the "Radio Theater" show for Lever Bros., ran into a snag last week in its attempt to build up the appearance of Olivia de Havilland on the CBS Monday night show, in an adaptation of "Appointment for Love May."

Current feuding of the star with her studio, Warners, resulted in the latter last week withdrawing its request for a number of sittings of Miss de Havilland for newspaper buildup.

Warner Bros. has forbidden such releases on the star.

Freuding over the "Radio Theater" problem will be the Keith Tyler, director of the annual institute sponsored by Ohio State University.

On the basis of the panel discussions and participants lined up by Dr. Tyler, it may well be the place at the most significant radio conference the outbreak of the war. "Disaster," which was the subject of the "Post-War Situation" by Paul H. Bryant, CBS director of education, Edward J. Bernays, publicist and author, and others will be announced. In addition there will be round tables and summaries of the war group.

Based on post-war radio for radio, Columbus outfit gets under way May 8, at the Desher-Wallick hotel.

## Blue Sets 'Hoosier Hop' For Sat. Night; Likely To Snare a Sponsor Soon

Chicago, April 25. The Blue Network has finally completed negotiations to air its own weekly Coast-to-Coast band dance program. Arrangements were made last week between the network and WOVF, F. Wayne, to broadcast the "Hoosier Hop" for 45 minutes each week, starting Sunday, May 7, to 100 stations, starting Saturday, May 6. Two prominent national accounts are said to be interested in sponsoring the show, and indications are it will go commercial shortly after the summer.

"Hoosier Hop" has been a Saturday night feature of WOVF for 27 weeks. Shows are held at the Shilling theatre, for two performances each Saturday, under the management of Harry K. Shilling, the former local theatre owner and "Bank Night" franchise holder, with 45 minutes of the second show aired by WOVF sustaining. Eldon Campbell, WOVF program director, will continue to produce the show under the supervision of Smythe. The Blue will air the show Saturday nights, 10:15 to 11 p. m. CWT.

## Goodrich Shuns 'Prestige' Angle In Comedy Bid

Evidently feeling that tire manufacturers and other large business concerns are overdoing the "prestige" angle in spotting radio news, B. T. Goodrich has abandoned negotiations for sponsoring "America's Town Meeting" on the Blue web and reportedly is calling around for a comedy show.

One live prospect is "Three of a Kind," Phil Rapp's CBS package which Harry Stafford, Bert Lahr and Reggie Gardner which premiered (13) in the CBS Coast chain, Campbell's radio is said to be interested in the show which CBS hopes to sell and spot opposite Jack Benny Sunday.

Goodrich's decision to top for a laugh program points up feeling in some advertising circles that institutional, or goodwill plugging should be a mass appeal proposition the same as sales campaigns.

Goodrich, if successful in landing a cliche laugh show that builds an audience, evidently feels it can sell itself to millions and, incidentally, sell a few million tires when the war's over. After all, every manufacturer agrees, sympathy lovers represent only a minute fraction of the nation's purchasing potential.

## N. Y. PUBLICIST HURT By War

Capt. Dick Barr, former publicist of the New York Y. Y., is hospitalized in North Africa following an auto crash.

He was enroute to U. S. after 17 months of service in Sicily and Italy.

Tyler, it may well be the place at the most significant radio conference the outbreak of the war. "Disaster," which was the subject of the "Post-War Situation" by Paul H. Bryant, CBS director of education, Edward J. Bernays, publicist and author, and others will be announced.

In addition there will be round tables and summaries of the war group. Based on post-war radio for radio, Columbus outfit gets under way May 8, at the Desher-Wallick hotel.

## But Can Ma and Pa Take It?

Ottawa, April 25. Chiefly because some Montreal listeners petitioned the Canadian Broadcasting Corp. to change the hours of "horror" programs to times when juveniles wouldn't hear them, the music program committee, shudder shows on Canadian stations are to get "more rigid control."

"These programs deal in slaughter and in the most lurid, hard, proper radio fare for children," said the Montreal petition and the MP, who mentioned Dick Tracy, the Green Hornet and The Shadow as examples.

Dr. Augustin Frigon, acting CBC gm, told the House of Commons that the CBC did not carry such shows. He said the station's did, and a CBC committee had been set up to make time changes for them.

## KSTP, WJJD Strikers Ignore WLB, Hubbard Wants Petrillo Showdown

Chicago, April 25. Although the American Federation of Labor, and the War Labor Board have declared that musician's strikes now in progress are illegal, KSTP and WJJD, Minneapolis, are in violation of Labor's "no strike" pledge.

A statement by the Minneapolis local union spokesman, a Minneapolis local board of directors yesterday afternoon (24) which was called after a telegram from the national WLB told union officers the strike must be terminated immediately. WLB wire instructed George Murk, pres., and Stanley Ballard, sec. of the local, to restore KSTP to normal operation.

Stanley Hubbard, KSTP, after being in the office of the National Conciliator at Minneapolis was certifying the strike to the WLB in defiance of the order. In the past, every time the broadcasting industry got into a fight with Petrillo it always ended in a compromise, with the industry yielding until now the musician's union heads feel that he can ride high with his radio whining and what the circumstances. It's my opinion that broadcasters are headed for a showdown with Petrillo sooner or later and it might just as well be now.

In the meantime, at WJJD, five office girls in their spare time are doing the work of the 16 platter turners at the station. The same duties Petrillo wants 20 men to do.

The stated Boston Herald got into this week to comment on the radio crime serials. "The list of programs of violence has become so long and the sounds of shot and black-jacking resound constantly through the house."

After mentioning such personages as Sherlock Holmes, Mr. District Attorney, Building Drummond, Nick Carter, Counterspy Harding, Elsie Queen, Nero Wolfe, Dr. Ordway, Steve Wilson and others, the editorialist ponders on the possibility of a sort of radio league of decency.

Writers figures must be no "anxiety regarding the program's effect on them and their children."

## Mail Avalanche For 'Breakfast Club' Wipes Out \$25,000 Budget

Chicago, April 25. Biggest headache of Blue Network execs and Swift & Co. officials here is the current mail avalanche, half of "Breakfast Club," which has already amounted to runaway proportions.

Campaign started April 7 offering chart membership to anyone willing to donate \$25. With membership certificates sent to all applicants. Response, which has amounted to 800,000 requests in the first few days, resulted in offer being withdrawn several days before date originally fixed.

Gimmick that made Swift and Bays for each call for additional cash that each of the 800,000 chart members have been urged to get five dollars each. This coupled with the fact that original \$25,000 allotted to campaign has already been spent.

Thousands of thousands of letters are being poured in each day Blue and Swift execs are trying to figure out how several days before date originally fixed.

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## LESSER AIRER TO BE SPONSORED BY PAR

Probably the only biro bonanza with a sponsor, Arthur LeBlanc, owner of La Vie Parisienne, N. Y., mixer, goes commercial. Paramount Pictures will register Andre Kotelny, on the Sunday Coca-Cola show, for 16 weeks starting May 14. Arrangements were concluded last week following the visit of Coca-Cola and agency officials and Faith left for New York this week in regard to the matter.

LeBlanc's wife is underground European news, backgrounded by his 70-year residence in France, where he was in the official French news agency, pre-Vichy.

## Percy Faith Takes Over Kostelanetz Spot 16 Wks.

Chicago, April 25. Percy Faith, musical conductor of the Carnation Contention program, will replace Andre Kostelanetz, on the Sunday Coca-Cola show, for 16 weeks starting May 14. Arrangements were concluded last week following the visit of Coca-Cola and agency officials and Faith left for New York this week in regard to the matter.

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# WNEW GETS SET FOR *1130 on your dial!* THE INVASION!

Around the clock when the great attack comes, you'll get all the official news—by tuning in WNEW, 1130 on your dial, America's greatest independent station. This tells what we've arranged for you.



## Invasion is coming!

Exact day and minute are known to only a chosen few. But for every WNEW listener the word "Attack" will throw into operation a remarkable plan of invasion news coverage.

Through WNEW you, the listener, will move in with the first invasion wave . . . set foot on enemy soil . . . hear every bit of news as fast as it's released.

Regular five-minute reports from the great newsroom of the Daily News every hour on the half-hour . . . special around-the-clock editions every quarter-hour . . .

short-wave transmissions in cooperation with the British Broadcasting Corporation—all are ready. Every program stands by for all bulletins as they come in.

This WNEW invasion coverage plan was evolved through countless days of planning and research, trial and retrial.

It's all set, now. And it's good!

Such service as this—bringing you ALL the news ALL the time, 24 hours a day—is one of many reasons why more people listen to WNEW than to any other non-network station in the country.

# WNEW

*1130 on your dial!*

501 Madison Avenue, New York 22, New York

1130 KILOCYCLES—10,000 WATTS—24 HOURS A DAY—NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY

# 'Does Not Constitute Endorsement' Air Tag Dropped by Army-Navy

Washington, April 25. Army-Navy "disclaimer" on air shows originating in camps or featuring military personnel, are now out the window. It is no longer necessary for stations and webs to announce that Uncle Sam is not sponsoring or endorsing the project planned in the commercial.

The new Army-Navy policy is made clear in letters to NAB, by spokesmen for the uniformed services.

Major Jack W. Harris, acting chief of the Army Radio Branch, wrote: "War Dept. is happy to be able to advise you that, effective immediately, the disclaimer which has been required by used on broadcasts emanating from Army installations is no longer necessary."

Lt. Commander J. Harrison Hartley, in charge of Navy radio, wrote: "It is no longer necessary to use a disclaimer clause when (1) a commercial program originates from a Naval, Marine Corps or Coast Guard establishment and (2) personnel of Navy, Marine Corps or Coast Guard are participants in a commercial program, provided no endorsement of the product advertised is inferred and that in the case of participation of personnel no commercial announcement is used immediately preceding or immediately following such appearance."

"A musical curtain, bridge, or any other form of definite break will be adequate separation between Naval personnel and commercial announcements."

## Feltis Stays With KFAB

Omaha, April 25. Hugh Feltis, manager of the Central States Broadcasting Co., remains as manager of KFAB since divorce of that station from KOHL. Latter station will get new manager soon.

KFAB will establish an office in Omaha, but retain its transmitter at Lincoln.

## BOSWELL SUSTAINER SLATED TO LEAVE

The Connie Boswell-Jack Pepper-Paul Whiteman sustainer aired Wednesday nights at 7 o'clock for the past several weeks on the Blue network is slated to leave the air as soon as web sales execs straighten out a replacement problem. Boswell stanza was skidded for bowout May 2 but it looks now as though this may be postponed a few weeks.

Manhattan Soap Co. was slated for the spot with "Scramby Amby," now heard on NBC's West Coast loop for Sweetheart soap, but deal has not yet reached final stages, according to the Blue.

## KELLY UPPED AT WOOL

Columbus, April 25. Jack Kelley, a member of the sales staff for the past several years, has been promoted to station manager of WOOL by Kenneth B. Johnson, gen. mgr.

Latter has asked FCC approval to sell the station for \$250,000 to Elroy Pixley and others.

## Joan's June Experiment On Situation Scripts

Joan Davis is trying an experiment for four weeks in June with her "Sealtest" show by veering into a situation scripting idea. The comedienne decided that "getting those yaks and boffs every week is too tough; look how well Fibber & McGee, the Aldrich Family and others get along when they have a good situation wherein to present their comedy."

Comedienne returned to the Coast over the weekend after several weeks East on camp shows, etc.

## Politics Lures Garland From WBBM Sales Post

Chicago, April 25. Charles H. Garland has resigned as assistant sales manager of WBBM to devote more time to being mayor of Des Plaines, Ill., and to campaign for Congressman in his district where he won the primary election two weeks ago by a three-to-one margin.

Garland joined WBBM in 1925 as a musician-program-director-announcer, later switching to the sales staff. He was appointed assistant sales manager in 1941.

No successor to Garland will be named and his accounts will be divided among WBBM salesmen.

# Coast Shipbuilders Doubling on Air Build 'Wisco' Show Into 12.8 Hooper

## MURRAY, KDKA, QUITS FOR WJZ SALES POST

Pittsburgh, April 25. James Murray, of KDKA sales force, is leaving Local Westinghouse station, May 1, to become sales promotion manager of WJZ, New York. Murray, a former newspaperman and sports-caster, joined KDKA two years ago as publicity director and sales promotion chief. Several months ago he transferred to the sales department.

Before that, for six years, he was press-agent of WCBS, Hearst station, and had his own sports program there in addition to broadcasting between-periods color at Pitt football games.

## AFRA's Convention

Sixth annual convention of the American Federation of Radio Artists will be held August 25-27 at the Carter Hotel, Cleveland. Reports of the national secretary, Emily Holt, and national treasurer, George Heller, will be submitted to the delegates.

Portland, Ore., April 25. Local radio moguls have been set back on their heels by the way the "We Work for Wisco" program, featuring an all-employee shipyard cast, has climbed in the Hooper ratings until it tops all other Portland-produced shows and the majority of network efforts.

According to the advance dose, the latest Hooper gives "Wisco" a rating of 12.8, with 45.5% of the listening audience.

The rating comes as a birthday present for the show sponsored by the Willamette Iron & Steel Corp., which premed on KGW, April 4.

Now heard over the CBS, KOIN, Sunday night, "Wisco" features a 15-piece band directed by Jerry Van Hornissen of the plate-shop and Sam Amato, who is in charge of a company tool-room on Dock 4.

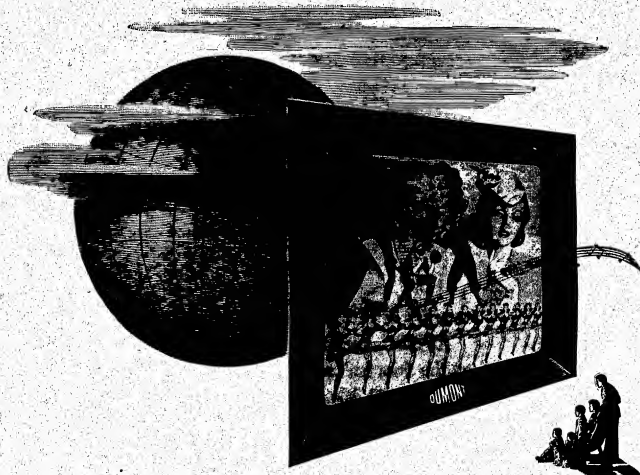
Margaret Carroll, vocalist, works in the shipwright department; Tommy Cautliff, a time-checker; Pat Smith, Irish tenor, ditto; and Freddy King in the sheet-metal shop. George Wilhelm, announcer, is a burner.

All performers are paid at full union rates; rehearse entirely outside of working hours. The show is carried by KOIN on a commercial basis.

# Reach the ACTIVE SALT LAKE MARKET



S. S. FOX, President  
W. E. WAGSTAFF, Com. Mgr.  
JOHN BLAIR & CO.  
National Representatives



## THE BIGGEST WINDOW IN THE WORLD

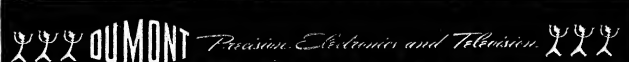
There's going to be a brand-new window in your home... the most exciting window you've ever had. Your television screen!

Through that window, your vision will not be limited to the commonplace; views your eyes know so well. The whole world will "come alive" with startling clarity right before your eyes. News, entertainment, all the things you want to see as well as hear...

As soon as price permits, you'll want the best television receiver you can buy. DuMont

will build it. The time is not far away.

The device that made clear reception possible—the very heart of television—is the DuMont Cathode Ray Tube. The background in precision electronics that has produced scores of other DuMont firsts will also serve to make your DuMont Receiver a masterpiece. This means you will enjoy the truest, clearest kind of television reception through your DuMont Receiver Screen... the biggest window in the world!



MELVIN F. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 1 MAIN AVENUE, PASSAIC, N. J.  
TELEVISION STUDIOS AND STATION WJXW, 911 MADISON AVENUE, NEW YORK 17, NEW YORK

Copyright 1944 by Melvin F. Dumont Laboratories, Inc., 1944



## Clock-watching... on company time

... and paid to do it!

At NBC, keeping a constant eye on the time isn't an office weakness. Far from it! It's an exacting job—a job to be done as conscientiously as any other, because in no other business is split-second accuracy more important.

At NBC there are men who have the task of traveling from studio to studio, in and out of control rooms, faithfully making all the rounds, to look clocks in the face and check their behavior.

Some might think that unnecessary because the hundreds of NBC clocks are electrically synchronized with a master-control system

that does not vary more than one-third of a second a day.

But the clock-watcher with his master timepiece is a double check against possible mechanical failure... just one more precaution in avoiding error... just another example of the attention NBC gives to the "little things" that make the big things possible.

\* \* \*

The accomplishments that have earned NBC its recognition as America's Number One Network are the sums of a multitude of small tasks that get great attention... small tasks which are combined with the efforts of the advertisers and agencies who use its services with the result that NBC is "the Network Most People Listen to Most."

They all tune to the

# National Broadcasting Company

It's a National Habit

America's No. 1 Network



A Service of Radio Corporation of America



## From the Production Centres

### IN NEW YORK CITY . . .

John U. Reber, of J. Walter Thompson agency, left for Coast Monday (24) accompanied by Joe Bigelow, to set summer replacement shows for agency's clients. . . . Wayne Tis and Doc Geisler, BBDO's West Coast radio execs, in town last week for luncheon on summer replacement problems, etc. . . . Dick Todd, "Basin St." groaner, south for a couple of weeks in effort to kazo fingering cold by sun treatments. Tommy Taylor spotted as replacement by Toe Welles of Lemmer & Mitchell. . . . Steve Ellis, WMCA sports-caster, due for Pathe News audition as gabber on Sportscope shorts. . . . Franklin Owens joins N. W. Ayer as time buyer this week. He was with Benton & Bowles in a similar capacity. Previously he was associated with NBC, BBDO, and Maxon. . . . General Motors has renewed sponsorship of the NBC Symphony for a second year beginning in August. Toscanini again heads conductors. . . . Tom Morgan, vet newspaperman, author and foreign correspondent, joins the staff of WOV today (26). He's slated to do a 10-minute stanza of news Thursday five times weekly. Mon.-thru-Fri., 8:35-8:45 p.m. . . . Gilbert Sedice, CBS video topper, will discuss tele programming prospects Thursday (27) before the Dramatic Workshop of the New School for Social Research. Clarence L. Menner, NBC program chief, is slated for spiel May 4. . . . Allen Soares, formerly with the NBC publicity staff and recently a Blue networker in the same capacity, resigned from Earl Mullins' department Friday (25) to join the OWI for an overseas assignment. . . . Maggie Fowler, Radio Hall of Fame amanuensis, out of St. Luke's following strep infection. De Vere Engelbach, HOF producer-director, another illness victim, doctoring in between his production chores. . . . Neddie Harris returns as a Hollywood and Broadway commentator via "53 Club" Crawford Clothes sponsored WMCA, N. Y., after on Sunday (30). She replaces Shirley Eder, who recently married and is moving to Texas.

### IN CHICAGO . . .

Maurice Bergman, Universal Pictures Eastern publicity director, was in town last week lining up time and making arrangements for extensive radio campaign in this territory. With many newspapers cutting down copy due to newspaper situation, money that would have been spent with him is being switched to radio, he said. . . . Winton Brown, CBS network salesman, has passed his physical. . . . Patti Clayton, NBC National Band Director, singer, leaves for New York Monday May 1 to visit her husband, a Navy seaman, who is stationed there. . . . Hooper Hot Shave head for Hollywood on May 7 to make their first film for Columbia under new contract that calls for eight pictures. . . . William E. Ware, general manager KWFC, August Springs, and Arthur J. Casey, of KMOX, St. Louis, were visitors last week. . . . Bob Price, of Danmore, Fitzgerald & Sample, in New York in connection with switch of "Light of the World" from NBC to CBS. . . . Walt Schweinmer in Hollywood to complete arrangements for airing Carotest Storyteller show from there. . . . Danny O'Neill, WEBM-CBS tenor, starts an engagement at Chicago Theatre May 8. . . . Lee Starnohy, producer for Foster, Cone and Beiling, N. Y., in town regarding equine affairs along radio row. . . . Jack Owens has rejoined Breakfast Club as male vocalist after being off show since 1938 when he went to Hollywood. Since leaving here he has written "But Sit Song" for "Hill Neighborhood" and other tunes. . . . Roy McLaughlin, formerly on the WENR and Blue spot sales staff, has been added to sales department of the Blue Network's central division. . . . Fletcher Wiley in town for contact with Paul Gibson. . . . Alex Dreier, NBC commentator, addresses students of the Medill School of Journalism today (Wed.) on "A War Correspondent Reports".

### Nicoll to London As Assistant to Morgan

Oliver W. Nicoll, formerly with Radio Features of America and later regional production supervisor of short-wave programs for the overseas branch of the OWI, is now in London as deputy chief of broadcasting for the Psychological Warfare Branch of the Allied Command. Nicoll, as assistant to Brewster Morgan, will be in charge of program operations and production in London for broadcasts originating in the North Atlantic theatre.

### DYER SELLS WSCB, CHICAGO, TO MILLERS

Chicago, April 25. In compliance with FCC ruling that prohibits dual ownership Gene Dyer has sold station WSCB, one of his three radio properties here, to Julius and Oscar Miller for approximately \$100,000 subject to FCC approval. Station has been on the air since 1925, operating on 250 watts and specializing on foreign language programs.

Julius Miller, one of the new owners is head of J. Miller advertising agency and has produced foreign programs, mostly on WSCB, for past 18 years. No changes in staff contemplated by new owners when they take over and some studios will be retained.

### Set Up Faculty For Television Seminar

Radio Executives Club television seminar starts its 18 weeks of lectures on May 18, with Richard Hubbard as co-ordinator, Murray Grabhorn, club's presy, announced yesterday (Tues.) at monthly meeting of Television Press Club in N. Y. He also announced the television seminar faculty as to date comprising Dr. A. N. Goldsmith, C. B. Joffile, R. B. Austrian, Edgar Kobak, Arthur Levey, Paul Balaban, Gilbert Sedice, C. L. Menser, Worthington Miner, E. C. Cole (Kale), Drama School, Louis Winner and T. F. Joyce. Speakers at first seminar meeting will be FCC Commissioner James L. Fly, Niles Trammel and Dr. Goldsmith.

## Inside Stuff—Radio

Radio actors, writers and directors form the backbone of the new "Stage for Action" organization whose primary purpose is to channel misappropriated one-act scripts to groups around the country interested in projecting the free democracy cause.

Fund raising drive for \$7,500 got a rousing sendoff last week (19) when the organization put on three 20-minute playlets at the Henry Hudson hotel, N. Y., scripts being authored by Norman Corwin, the CBS writer-director-producer; Ben Hecht and Arthur Miller. Such radioites as Minerva Pious and Joseph Julian pitched in on acting chores. John T. McManus, film critic of the N. Y. tab, PM, acted as m.c. of the fund-raising drive, and Freddie March contributing \$750. Later, was accompanied by Mrs. Eleanor Roosevelt, who spoke.

When Eddie Cantor arrived early Sunday (23) morning from a Uliza (N.Y.) hospital base for his guest spot on "Radio Hall of Fame," he was startled by a cheerful "thank you" from Sammy Weiss, drummer with Paul Whiteman's orchestra. Cantor, still in a fog from a bad ride, couldn't fathom what this unduly polyantha drummer was thanking him for.

"It's thanks for 25 years ago," said Weiss, "when the Eddie Cantor Boys' Camp took me from an east blue tenement district and gave me a couple of swell vacation weeks."

"Well, if you're that grateful," said Cantor, "how about kicking in and make some other kid happy today?" Weiss donated \$25.

Unusual help has been effected between Billy Rose, producer of "Carson Jones" at the Broadway, N. Y., and a number of radio stations around the country. Producer is shipping copies of the "Jones" album, which has been recorded by Decca, to the various station managers, with permission to play the discs, otherwise banned from air performances.

Previo, however, is that the station give it some semblance of a "production," and not just toss off a single side of the platter.

### Time Views Sold To Welch's Grape Juice

Chicago, April 25.

Welch's Grape Juice has signed a 32-week contract for a three-a-week daytime show, 4:30-4:45 p.m. (WPT) Monday, Wednesday and Friday, on the Blue network. Show bought is "Time Views the News," now sustaining, and Welch preser is set for June 8.

Irene Rich will be piped in from Hollywood once a week for commercials. Deal was set through H. W. Kantor & Sons.

### WHBC PLANS FM

Canton, April 25.

The Ohio Broadcasting Co. has filed with the FCC for permission to install FM facilities on behalf of WHBC. Equipment and tower changes must be made.

Station's FM plans are part of post-war expansion program.

### BILL TROTTER IN ROW WITH WREC; RESIGNS

Memphis, April 25.

Bill Trotter, production manager at WREC and long-time ace announcer, has quit the local CBS outlet in a disagreement over working conditions.

Trotter was known on national airwaves for his handling of all network band broadcasts from the Skyway atop the Peabody hotel, in which the station is located. Originally joined WREC 10 years ago as a singer, becoming production manager nearly four years ago.

Future plans unveiled as yet.

### GUEDDEL QUITS SEEDS

Hollywood, April 25.

John Guedel is bowing out of Russell Seeds Agency as radio v.p. to devote full time to "People Are Funny" and new Charlotte Greenwood show, latter being titled "Life With Charlotte."

# Thanks, Billinger . . .

For the nice things you have said about us all over this country.

Now it's our turn to say something nice about you. We think you are super-terrific and send you every good wish for a happy birthday, April 28th.

## DAN TUTWILL

and all your friends at NCA.

**ARTHUR HOPKINS PRESENTS**  
 ("Our Town")  
 With Frank Craven, Evelyn Varden, Helen Carey, Thomas Ross, Phil Cordage, Mary Patton, others.  
 Producer: Arthur Hopkins  
 Director: Wynn Wright  
 Writer: Willis Cooper  
 10 Min., Wed., 11:20 p.m.  
**WJZ-NBC, New York**  
 Just as Thornton Wilder's "Our Town" emerged on the Broadway scene five years ago as an experiment in modern staging, so now has Arthur Hopkins, the veteran stage producer, utilized the same play to introduce to radio audiences a "people's theatre" of the air. Although Ed Harris, producer of the Pulitzer Prize play, used both comedy and daring in attempting a serious production with but a few props to conjure up the proper atmosphere, Hopkins' task in the first of his NBC dramatic series was

a far simpler one. Radio drama, to offset the need of staging, has its own particular technique. And yet, the choice of the Wilder play could not have been a happier one, for the manner in which Wilder conceived "Our Town" lent itself so well to radio adaptation that the feeling was inescapable that the author may have been writing for the latter medium.

Radio has long used the narration by a seldom heard, expertly timed voice—and yet, it's an interesting commentary that all the time he authored "Town" he pre-acted the now popular use of the narrator. Hopkins had an added advantage for his initial Air Theatre presentation. Just how successful the hour-long series will be must necessarily depend on Hopkins' own ability to translate the faded and true drama of the stage in such subsequent adaptations as Tolstoy's "The

Redoubt," etc. Chalk up as an added advantage the 60-minute period allotted for the series, which is sufficient time to transfer the plays almost in their entirety. But it'll still have the obstacle of that 11:20 p.m. "certain time."

Latter hope, of course, works also to Hopkins' advantage, for he can utilize whenever possible the original casts for the air productions. Thus Frank Craven, currently appearing in the latter "Mrs. January and Mr. Rex," was back at his old Groves Corners stand as the stage manager-narrator and turned in a radio interpretation equally effective as when he stood. Wynn Cooper, who scripted the adaptation, and Wynn Wright, the director, seemed in capturing many of the play's pulsant moments. Also back in their original roles were Evelyn Varden, Helen Carey, Thomas Ross, and Phil Cordage, all of whom were formidable.

Rece.

**BASEBALL**  
 With Lefty Gomez, Ethan Allen  
 Writer: Sam Levine  
 Daily, 2:15 p.m. (10 Min.) and Post-game (15 Min.)  
**RUPPERT BREWERY WINS-New York**

(Continued from Page 1)  
 Lightning struck at the Rupert Brewery, N. Y., this spring and some in authority woke up to the obvious fact that the ideal baseball starter program consists of a couple of former big leaguers who know their stuff chatting. As a result of this enlightening idea, a radio show, being driven home to a sponsor the sales factory finds itself piloting Lefty Gomez, former Yankee, and Ethan Allen, ex-Giant and, until the former big leaguers' departure from the National League's yearly baseball film short for pre-and-post-game sessions on WJZ, N. Y., Gillelles' sponsor the actual play-by-play of Giants and Yankees games on the same outlet with Don Dunphy and Bill Slater as muckers.)

Gomez and Allen make a good combination. They know what they're talking about, (which will be a relief to listeners who also know the game) and, judging from their early broadcasts, are developing an easy, mellow manner. Pre-game sessions are scripted by Sam Levine (WJZ) and consist of run-downs of previous day's games, pitching choices and the day's lineup, etc. The boys hook it up a bit with Gomez in the role of rapid Yankee fan and Allen ditto for the "Jims."

The aftergame stanzas ad libbed, show the duo at it best. Gomez, one of b.b.'s characters as well as a pitching-immortal, provides plenty of laughs while Allen, former Cincy collegian, also chips in with info, inside and interesting diamond lore spotted between reports of the day's scores around both circuits.

The just time lightning strikes it might drive home the fact that the ideal guys to broadcast the actual ball games are former big leaguers. Frankie Frisch did a good job of it in Boston a few years back and Walter Hoyt gets aimed up again each year out in Cincinnati, Ohio.

**"G-I WIFE"**  
 Producer: Joe Gottlieb  
 Writer: St. Shalla  
 Special Music: Johnny Warrington  
 15 Min., Thursday, 4:45 p.m.  
**Sustaining**  
**WCAU, Phila.**

New York's intimate "session" looked smooth—and promising at first, especially figuring that some of the explanatory details and introductory material necessary for such new series as this can be dispensed with in future installments. Idea as expressed in title, is to be of interest to service men's wives, aunts, sisters, etc. and to present their problems, their sides of the old war-time situation and to answer some of their queries. St. Shalla, assistant editor on the Record here and also "Variety" muck in Philly, has handled the writing assignment easily and without affectation and he and Joe Gottlieb, in the directorial chair, seem to have fused their

efforts with a minimum of waste and clutter.

Programs, all separate and distinct, will feature Army and Navy personnel, wives of men in the service, women in uniform, Red Cross workers, etc. Main feature of first session was reading of two letters by soldiers somewhere on the Italian front, both from their wives, one representing what a letter from home should be and the other decidedly what that same letter should not be. Margaret Chaplin and Elsie Morris read the divergent letters.

Karen Harris is the attractive, voiced feminine m.c. Former terms of NBC's "Carleton Mink Show" Miss Harris knows her way around and did her introductory sales' personality. A featured name on the summer one show was Chaplain John W. Davis of the Valley Forge General Hospital who clicked with his obvious sincerity. —Waters

**Albany April 25**

Broadcasts of the Albany Eastern League baseball games will be sponsored on WABX this season by Tobin Meat Packing Co.

Play-by-players have not yet been chosen.



8-8-43's "Gating and a Sailer" episode  
**NEW CAMER, PROGRAM, arranged**  
 10 p.m., WJZ  
 Mgr.: LOU CLAYTON

## D'ARTEGA

AND HIS  
**ALL GIRL ORCHESTRA**

Personal Management  
**ERNEST LIEBMAN**  
 140 Broadway, New York  
 Director: William Morris Agc.

Specializing In  
 The Entertainment Field  
**Carl Oppenheimer**  
 C.P.A.  
 Musician and Tax Consultant  
 631 HOLLYWOOD BLVD.  
 Hollywood 28, Calif.

# LANNY and GINGER

GREY

Radio's Most Prolific Jingle Creators and  
 Novelty Harmony Singing Team

Heard Eleven Times Weekly

**ROYAL SCARLET COFFEE**

WOR—Mondays thru Fridays, 9:25 A.M.  
 Featuring one of the most novel radio  
 ideas in years

**"SING A SENTENCE"**

**"Presenting Lanny and Ginger"**

Blue Net—Mondays thru Fridays,  
 10:40 A.M.

**"MONEY-GO-ROUND"**

WJZ-Blue—Sat. Nights, 11:30 P.M.

Thanks to

Herb "Flash" Gordon—and

WXX

Established 1939

**WILLIAM MORRIS AGENCY, Inc.**

New York-Chicago-Hollywood-London



Transmitted by the network including his outgoing theme (top) (see 128 column—L. Silver)  
 I GO FOR A MAN WHO WEARS AN ADAM HAT (Whitely)

**RALPH DUMKE OPENS**  
**'HELEN GOES TO TROY'**  
**AT THE ALVIN, APR. 24**

**RALPH DUMKE**

*Generations... This new success marks you for a leading radio comedy spot. We are glad that we are your exclusive representatives*

**NATIONAL CONCERT AND ARTISTS CORPORATION**  
 711 FIFTH AVENUE, NEW YORK 22, N.Y.  
 PLAZA 3-0820

**NOW ON THE AIR**  
**"TWO MINUTE MAN"**  
 (6 Times Weekly) 8:15-8:30 A.M.  
**"HOOK AND LADDER FOLLIES"**  
 NBC—Saturdays, 11:30-12:00 A.M.

**"JACK BUNDY'S CARNIVAL,"** with Jack Bundy, Sunny Skylar, Monica Lewis, Bob Shepherd, Bob Stanley's orch.  
**Producer:** Bob Shepard  
**28 Mus., Sat., 3:30 p. m.**  
**Sustaining**  
**New Mutual, New York**  
 This is a typical afternoon musical-variety stamper, but lacks an emcee who can hold the program together with snappy delivery and good material. Jack Bundy doesn't all the bill, despite the bulletin board by Mutual to the effect that from Milwaukee, "with a long wave career," who recently arrived in N.Y. to head the new series.

Initial stanza on April 15 failed to tell because of poor character material between numbers by Sunny Skylar, Monica Lewis and Bob Stanley's excellent musical group, enhanced for this series by the appearance of several top tunes, including "Bennie Muech" and his newet, "Anon," rendered two songs.

**Get By" and "Time Alone Will Tell,"** latter dueted with Monica Lewis. Featured on several network programs, Skylar's warbling is out of the picture. The Sunday show, which held the spotlight on five occasions during the last year, proved very listless.

**Bundy to Skylar:** Typical grand name began with a "C." Skylar: "Charles." Bundy: "No, I remember now, Giuseppe, how could I forget!" That's all, brother. Sten.

**"MOSQUITO SQUADRON"**  
**With** Lt. Al. Andy McWherrett  
**Major Dick Diepkecker, Lt. Austin Willis, Sgt. Fred Hayward, Pete Kunk, Kelly, Alan Kink, Tommy Tread, Douglas Maters, Ruth Bower, and**  
**Walman, Ray Kidd, and others**  
**Drama**  
**Producer-director:** J. Frank Willis  
**Costing:** Ed. L. Andy McWherrett  
**Music:** Samuel Hershenhorn  
**30 Mus., Sun., 5:30-6 p. m.**  
**CBC-CBC, Toronto**

This was the 80th of the Sunday p.m. shows aired by the Canadian armed services in the "Comrades in Arms" series, but tonight the Army and Navy saluted to let the ICAF dramatize the story of the Mosquito bomber. A tale like that could have been as dull as a lecture on the love life of the hardshell crab but, for various reasons, it left the speaker sans pants. One of the chief factors in the soko-airing was Andy McWherrett's script based on facts the flight left, gathered recently at a Mosquito base in England, done in an okay cast that was kept lively by the Willis production and Hershenhorn music. Terry O'Dell, former CBC announcer who recently became AC2 (revrull position in the ICAF), handled the narration with ability he had never shown reading the news.

Story followed the all-wooden Mosquito from Sikka spruce forests to action over Europe, through logging, trip by raft down the river to the sawmill, through the aircraft plant, delivery across the Atlantic to the Mosquito Squadron. The script was surprisingly lacking in let-downs and was ample evidence of "Com" who has reached top position in not only Canadian forces airings but in Canadian air drama in general. **Gorm.**

## Stores. Earmark

Continued from page 23

main street floors. The heavy load on these levels will be borne by window installations, which can attract not only the customers entering the store, but passersby as well. This brings the potential audience way up into the numerical realm of the present radio listening groups.

### 30 Stores Place Orders

More than 30 stores have already placed orders for postwar delivery of this equipment, thus providing for well over a million dollar business for video equipment manufacturers in the first months after the war.

Another important factor stemming from development of department store television is the possibility that it will assume part of the operating costs of television broadcasting at least in the early stages. Since it's generally accepted that telecasting will be limited to set evening hours in the beginning, the equipment will be idle during the daytime and this presents the possibility of department stores leasing facilities during these hours and thereby carrying part of the financial operation and many affiliated retail outlets have applied for or received licenses for local operation, which form the basis for future networks.

### SCRAMBLE TWO

from the WTAG Market, please!



Of the nation's 3,000 counties, Worcester County, the WTAG Market, stands 10th in total egg production. WTAG is a BIG station inside of a BIG market.

W T A G

WORCESTER

FRED LIGHTNER

Chas. PHIL COSCIA

## Television Review

**"ROMEO AND JULIET"**  
**Casts:** Irene Owen, Helen Zani, Myron Ruckstul, Leonard Marshall, Samuel Davis, Geraldine Marshall, Margotie Tas.  
**Director:** Irwin Shaw  
**28 Mus., Sunday, 12:30, 9:45 p. m.**  
**Sustaining**  
**WXXV-TV-DuPont**

Shakespeare definitely is not the answer to television programming's current growing pains. Indeed, from the video version aired Sunday night (23) by a sponsor from Irwin Shaw's Television Workshop on the DuPont schedule. Videotape was straight from the Bard of Avon's pen, only condensed having been introduction of a dramatic narrative in a black graduation robe to bridge gaps made necessary by limited time allowed for the play.

Trouble was not with the casting—Working last and labors doing okay with lines and action. But the same old DuPont bughouse—lack of space—contrived to make visual portions of the drama detract rather than add to the viewer-listener's enjoyment. Balletic scene faded, okay with the cameras, but other scenes too claustrophobic and the two sword play scenes resembled a fight in a closet or the Marx Brothers troupe in a phone booth.

It's questionable just how much a bigger studio and more expert camera work would benefit "Romeo," but chances are that lack of fast-moving action—more stress on dialogue—always militate against the classic reaching the broad appeal slot which commercial telecasters must seek.

Titlers turned in nice freeping jobs and got ditto support. Costumes, authentic enough, suffered from natural limits of black-and-white screen.

Don.

## Television Followup

Second of three programs telecasting Ringling Bros. Barnum & Bailey circus over WNBT-NBC last Saturday p.m. (22) featured acrobats and clowns in the main, but again failed to get over the aura of the "big-top" satisfactorily. Technical aspects of the stanza still lacked punch vital to complete enjoyment, although some going through their antics and clowns, including the vet Bennett Kelly, were thrilling to watch.

### HATCHER JOINS CBS

Ralph Hatcher, recently with the OWI overseas branch, has joined CBS as a member of the station's relations staff and will work out of the web's Chi office.

Hatcher, before going with the OWI, was in sales promotion at WTAR, Norfolk.

## Followup Comment

It's a pretty safe bet that when Dennis Day comes back from the east the goes into the Marine show. And he'll be grabbed up in a hurry by a sponsor for his own network. And deservedly so, on the basis of the comicomic talents displayed in the kid this past season. The Jack Benny program, Day checked off the Benny show Sunday night (23) in a broadcast from Vancouver, B. C., amid a solemn round of wishes for success and a speedy return to the show.

Eddie Cantor's appearance on the Philco-"Variety" ("Hall of Fame" program Sunday (23) was a veritable "Cavalcade of Show Biz" roundup, with the comedian celebrating 35 years in show biz, particularly eliciting in the nostalgic idiom by review of old masterpieces. It was Cantor at his best. Production generally OK.

Boy Burne's comedy act, along with that of guest Cass Daley on the Lifeshow show from a West Coast Marine camp over NBC (19) must have amused, elicited the question in some listeners' minds: Is the picture of generally youthful servicemen as "volves" a comforting one for their families and a wise one from viewpoint of propagandizing American fighting men as the best in the world?

## Don't Let Their Rigs Mislead You! These Folks Sell

Their costumes may look like a pain in the old family album... but their all-around is a constant delight to their sponsors.

"They" are Pa and Ma Southers—radio creation of Dan Husmer, and their history includes a two-year run on WLS, Chicago. Currently they are aired, live, five times weekly over KRNT, Des Moines, where their performance "has" 1. Von plaudits from Hubbard as "network timber"; 2. Earned recommendation in the Guide to Balanced Listening; 3. Proved a steady multi-puller, (Sold 1,700 token purses in three weeks).

After winding up a winter series for a cold remedy they're ready to tackle a new assignment—for the summer, or for 62 weeks.

Yes, to more than a million listeners in Des Moines and Central Iowa, Pa. and Ma. Southers "have" become familiar and welcome personalities—two among the many reasons why the audience-rating and sales-rating of KRNT keeps going up.

**KSO** BASIC BLUE AND MUTUAL 5000 WATTS  
**KRNT** BASIC COLUMBIA 5000 WATTS  
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## Solid notes on broken records

March on Mutual was the biggest month in our history.

Advertisers invested a gross total of \$1,807,031 with us during those wonderful 31 days.

This was 92% ahead of March, 1943, and helped make the first full quarter of 1944 87% greater than a year ago.

The rest of the year looks very fine, too.

And we still have some excellent time periods available.

Better hurry!

this is MUTUAL

# *Two Great Leaders Introduce Two Great Songs!*



TOMMY DORSEY



GUY LOMBARDO

## KENTUCKY

Words and Music by Henry Prichard

Introduced by Guy Lombardo on the  
CHELSEA Cigarette, EDGEWORTH Tobacco Show  
10:30 P.M., Sunday—Blue Network

## WHEN YOU PUT ON THAT OLD BLUE SUIT AGAIN

Words and Music by Robert Sour, Floria West and Gordon Andrews

Introduced by Tommy Dorsey

"COCA-COLA"—Monday Nights, 9:30 P. M.

**BROADCAST MUSIC, Inc.**

NEW YORK

CHICAGO

HOLLYWOOD





## Decision Seen Possible By Next Week On WLB Review of Petrillo 'Strike'

Recording industry attorneys representing Columbia and Victor believe a final decision in their row with the American Federation of Musicians will be delivered by the War Labor Board the end of this week or early next. Board was scheduled yesterday (Tuesday) to review testimony taken recently during hearing requested by the AFM. Inquiry followed the filing by a

N. Y. panel of recommendation that Petrillo—disc-ban—is, in effect, a strike.

Victor is said to be fully prepared to begin recording immediately, and Columbia has been making plans to. However, attorneys in the field, though not necessarily those directly involved in the conflict, believe that, with a decision against Petrillo, the legal brawl will really start, which may prevent the two manufacturers

## 10 Best Song Sellers

(Week Ending April 22)  
Love, Love, Love.....Savely  
Long Ago, Far Away.....Crawford  
I Love You.....Chappell  
I'll Get By.....Berlin  
Sue, Sue, Sue.....Morris  
Fernando Valley.....Morris  
Wish I Could Hide.....Shore  
Don't Sweatheart Me.....Advanced  
River of Roses.....Shapiro  
Goodnight Wherever.....Shapiro  
Holiday Strings.....BVC

from proceeding into recording studios for awhile. The industry is said to be still in the fight to fight any more against the licensing arrangement he already has secured with Decca.

Meanwhile, Columbia this week took on its first new recording name since the start of the ban. It signed the Modernaires, vocal group partly made up of singers formerly with Glenn Miller, and is making plans to enlarge its N. Y. office, in which it recently installed baths and pressing machinery to facilitate production of quickly needed discs.

## Sherman Hotel, Chi., Tiff Over Armstrong Band Billing Brushhoff

Chicago, April 25.—Joe Glaser, manager of Louis Armstrong's orchestra, hit the ceiling upon arrival here last week to find that Armstrong's presence in the Sherman hotel's Panther Room was not billed anywhere in the hotel. Tommy Dorsey, who opened Friday (23)—Armstrong is in for only eight days—had his name plastered all over the place as was that of Gene Krupa, who's with Dorsey. Glaser squawked loudly, but the best the Sherman would do was to give Armstrong billing outside. There's still no mention of the Negro trumpeter inside anywhere.

## Lombardo's Theatre Dates

Guy Lombardo, currently at Hotel Roosevelt, N. Y., embarks on four-week road tour starting May 25. Opening stand is the RKO theatre, Boston. After the theatres he takes a vacation until the fall, doing only his radio show.

Lombardo has been at the Roosevelt the last 11 years opening there in the fall and checking out before summer.

## Santly to Coast

Leslie Santly, to the Coast this week for a month or so on business pleasure.

George Joy, his partner, recently back from a similar junket.

## Bands at Hotel B. O.'s

(Presented herewith, as a weekly tabulation, is the estimated cover charge business being done by name bands in various New York hotels. Dinner business (7-10 p.m.) not rated. Figures after name of hotel give some clarity and cover charge. Lower amount designates average holiday price. Compilation is based on period from Monday to Saturday.)

Band	Hotel	Weeks Played	Cover Charge	Week's Gross
Emil Petti.....	Biltmore (400; \$1-\$1.50).....	5	875	5,275
Paul McIntire.....	Lexington (500; 75c-\$1.50).....	115	1,285	208,225
Jerry Wald.....	New Yorker (400; \$1-\$1.50).....	5	1,000	15,675
Clen Gray.....	Pennsylvania (500; \$1-\$1.50).....	0	11,550	5,500
Leo Reisman.....	Waldorf (500; 42c).....	9	3,100	27,350
Count Basie.....	Lincoln (275; \$1-\$1.50).....	2	1,000	10,000
Guy Lombardo.....	Roosevelt (400; \$1-\$1.50).....	29	1,825	54,250
Vaughn Monroe	Columbiad (400; \$1-\$1.50).....	5	1,675	9,475

\* Asterisks indicate a supporting floor show. New Yorker and Biltmore have ice shows. Waldorf has Russell Swan, Victor Borge, Told, Lexington, Hawaiian floor show.

## Chicago

Louis Armstrong (Panther Room; Sherman hotel; 950; \$1.50-\$2.50 min.). Teddy Powell, who closed Wednesday (19) and Armstrong, who followed, drew around good 5,000.

Neil Bendish (Mayfair Room; Blackhawk hotel; 400; \$2.50 min.). Bondehu with Paul Draper; management claims excellent 2,500.

Carmen Cavallaro (Empire Room; Palmer House; 750; \$3-\$3.50 min.). Eddie Oliver's Orchestra heading floor show great 10,000.

Jimmy Joy (New Walnut Room; Bismarck hotel; 455; \$1.50-\$2.50 min.). Conventions keeping figure up around fine 4,000.

George Olsen's Orchestra (Beverly Hotel; Beach Sands hotel; 1,100; 50c and 75c cover plus \$1.25 min.). Vanc, sans Oliver, on a "Marine" played to fifty 500.

George Olsen (Boulevard Room; Stevens hotel; 700; \$2.50-\$3 min.). Rise here in patronage. Up to smooth 3,700.

## Location Jobs, Not in Hotels

(Chicago)  
Gay Claridge (Chez Paree; \$3-\$3.50 min.). Coming back de-luxe late. Claridge and show headed by Cross and Dunn reached are off 4,000.

Del Courtney (Blackhawk; 500; \$1-\$2.50 min.). Still off but great 3,000.

## NBC, CBS, Blue, Mutual Plugs

Following is list of the most played popular tunes on the networks for the week beginning Monday and through Sunday, April 17-23, from 5 p.m. to 4 a.m. List represents the first approximately 25 leaders in alphabetical order (in some cases there are ties, accounting for a longer list). The compilations embrace the NBC, CBS, Blue and Mutual Networks, as represented by WEAF, WABC, WJZ and WOR, N. Y., and are based on data provided by Accurate Reporting Service, regular checking source of the music publishing industry.

TITLE	ARTIST
A Jimmy Tie To A Star—"Gang's All Here"	Triangle
Amor—"Bway Rhythm"	Melodyline
And So Little Time	Lincoln
And Suddenly It's Springtime	Lincoln
Do Nothing Till You Hear From Me	Robbins
Don't Sweatheart Me	Advanced
Going My Way—"Going My Way"	Advanced
Goodnight Wherever You Are	Shapiro
How Blue the Night—"I'll Jilt and a Jeep"	Robbins
I'm Dreaming of You	Robbins
I Love You—"Mexican Hayride"	Chappell
I'll Be Around	Morris
I'll Be Seeing You	Williamson
I'll Get By—"Guy Named Joe"	Berlia
I'm In Love With Someone	Chappell
Long Ago and Far Away—"The Girl"	Crawford
Louise—"You Can't Ration Love"	Paramount
My Heart Isn't In It—"Calling All Stars"	Leeds
Now I Know—"Up In Arms"	Harms
Poinciana	Marks
San Fernando Valley	Morris
Someday I'll Hear You Aiming at the Stars	Williamson
Time Alone Will Tell—"Pin Up Girl"	Bregman
When They Ask About You	Berlin

1 Filmstud. \* Legit Musical.

## N. Y. Roxy Sets Scott For Late May Opening

Raymond Scott's CBS studio orchestra, which played the Capital Theatre, N. Y., only last December, is booked back into the nearby Roxy Hotel, N. Y., opening late in May. Band will consist of 19 men.

Scott's salary at the Cap was \$8,500; the Roxy date is understood to be about that.

## John Kirby Swings N. Y.

### Spot Back to Jiveroo

Aquarium Restaurant, N. Y., swings back to give Sunday (26) when it opens John Kirby's small band for four weeks, with options and a Mutual wire. For most the first appeared on corn music as dispensed by Moussie Powell, etc.

Kirby has played the spot before.

## Berlin's 3 on 'Hit Parade'

Dave Dreyer, gen. prof. mgr. for Berlin, Inc., established a first-time high with three tunes on the Hit Parade, or 33% of the entire program, considering that the program only did nine songs last Saturday (22).

Berlin tunes are "When They Ask About You," "I'll Get By" and "Easter Parade."

"If I Had My Way," currently a big sales hit in England, is published in this country by Paul-Pioneer Music, in England by Dash-Connolly.

## HERE'S A SWITCH—

Artist Advertisers the Publishers

Thanks To

ELMORE WHITE (BMI)

For the Sensational Song Hit

"KENTUCKY"

Also Singing

Sonny STEPT and BOB RUSSELL'S

"IT'S A CRYING SHAME"

and

SHAPIRO-BERNSTEIN'S

"GOOD NIGHT WHEREVER

YOU ARE"

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156 East 49th St. New York

Special Material by

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Singing Star—DESPO

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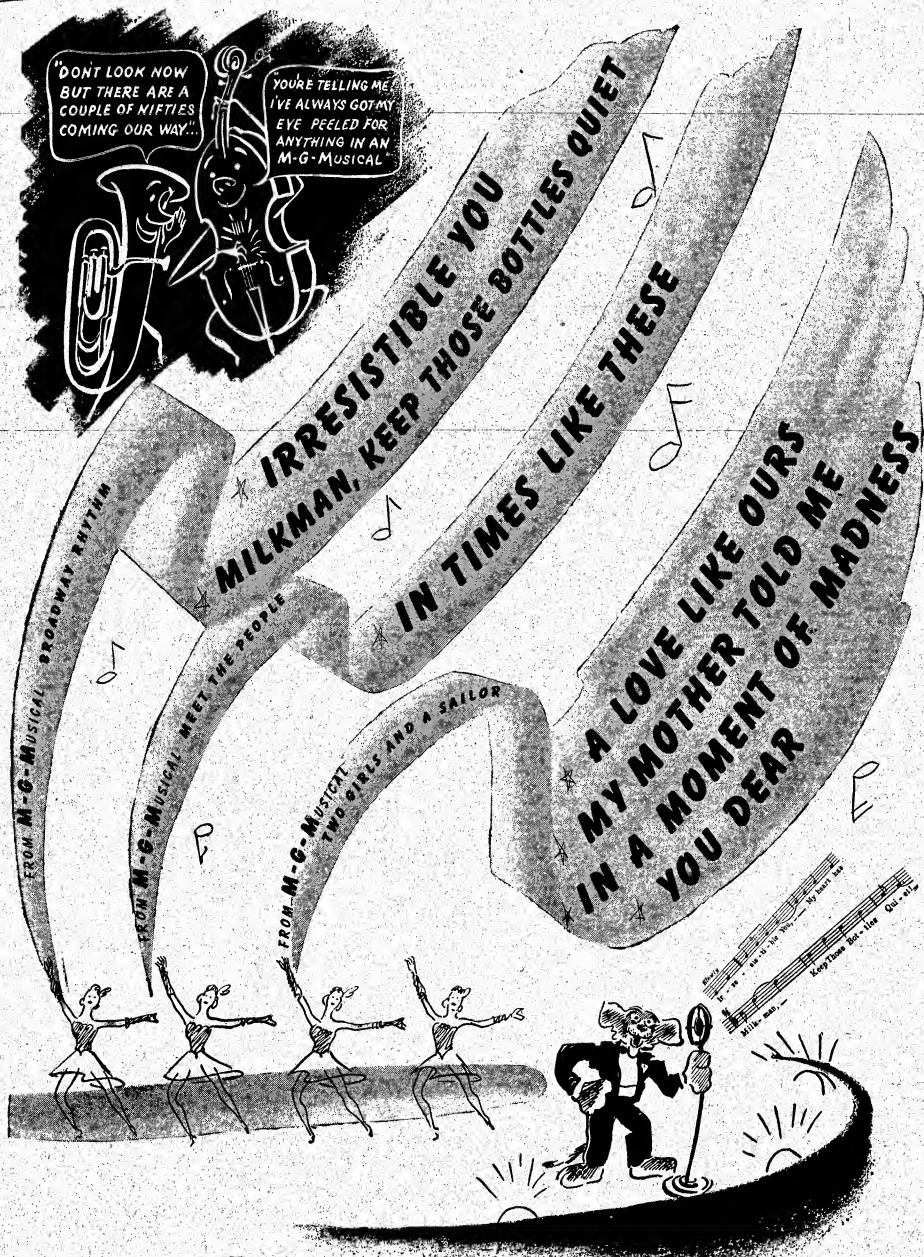
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NED MILLER  
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FLOYD WHITE  
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BILLY WHITE  
Cincinnati, Ohio

FRANK RICE  
Boston, Mass.

JACK HARRIS  
Philadelphia, Pa.







# N. Y. Class Cafes Bounce Back Over Weekend Despite 30% Tax

The manner in which New York night business bounced back this past weekend indicates that the spots with big attractions will survive 30% or no, and that the moods of the times will have great effect on the general industry. The tax on the tax, the stiff tax rap is to be dismissed lightly. It is hurting plenty, especially in the lesser bistro.

But, paradoxically, it was like New Year's eve this weekend, with 400 restaurants at the Waldorf. The lobby of the Hotel Plaza's Persian Room; turnarounds at the Copacabana, Stork, Morocco, etc.

On the other hand, Broadway continues to be hard hit. The Hurricane Quarter, Diamond, and other type of cabaret-restaurant, heretofore turnaway at dinner, is the reverse, with the latter averaging \$1,000 down some days, but with the supper, after-theatre takings on the upbeat.

That may continue to be the case, since 30% tax on a \$2.50 minimum for supper is to be preferred by the cautious spenders rather than a similar bite on a \$5 or \$6 dinner tap per person.

Results have been blizzar. One class nightery found itself with more persons in the kitchen than diners in the main room, but for supper

they sat almost on the bandstand. The pros and cons on the severe 30%-tax bite, labeled "discrimination," have been discussed in the broad findings: (1) the Cafe Owners Guild found itself caught short in Washington, D. C., where the tax, and perhaps abortively trying to correct a situation which should never have been instituted to begin with. (2) to be the D. C. solons don't care about "more revenue" via the 30%; maybe, they boys now want the nation's income to curb that loose drinking and spending, so that they'll be able to vote. But that's the case, why pick on the nighties? What about the race tracks and that record over 100,000 hands at the Jamaica (N. Y.) racetrack last Saturday?

## Nightclub Tax

Some continued from page 1  
and variety performers' daily. Report submitted to the House Committee shows more than 5,000 performers in the city, and the amount of work with the number expected to go to 20,000 by May 1. The House Committee is expected to report on the matter in the next few days.

Situation is especially acute on the Coast. According to the AGA and Key, with Los Angeles cited as having 35 nighties shuttered as of April 1, with 20 more due to close by May 1. Situation in the east and midwest finds Boston reporting 40 clubs to have closed as of last week and majority of the remaining nighties have notified bookers to discontinue lining up performers since entertainment policy is being changed. In New York, hundreds are already out of work and 2,000 others face a similar situation. In Pittsburgh, 85% of the nighties and theatres have dropped their entertainment plans.

Some City has been equally hard hit as has the south. Nighties below the Mason-Dixie line are, for the most part, either switching to day policies or cutting down on their acts.

Also due for a knockout blow by the aurtax are hotel resort operators, who depend for their revenues on the short summer season. Majority of spots cannot operate minus entertainment. The situation is dire unless the tax is curbed. Estimated that the Catskill Mountain circuit offers employment to 2,500.

## Knutson Charges D. C. Using Power to Destroy

Washington, April 25.  
The 30% nighty tax may become a real issue on Capitol Hill. Knutson issued a statement Monday night (24), revealing to the nighty tax, in which he charged Congress was using its taxing power to destroy.

Same day Rep. Charles E. McNicely, Louisiana Democrat, made a speech in the House, stating that the production of the AGA lists 20,000 figures threatened with loss of employment could, and should, find support in the armed forces, who industry or on farms.

In his statement, Knutson declared: "If Congress increased the tax on cabarets from 5% to 30%, which is 800%, it did not realize that it was using the taxing power to destroy, but that is precisely what is happening. Already many nighties are being closed and others will follow if relief is not given."

"It is not a question of whether we need cabarets in time of war, nor does the question of revenue enter into it. As I see it, the question is shall we depart from the old-time American principle of raising taxes for revenue with which to operate the government, or shall we adopt a new principle of using the taxing power to destroy? If cabarets are wrong, abolish them by law. We should have the courage to do it by legal and constitutional methods and not by subterfuge."

"When John Marshall laid down the dictum in the McCulloch Case that the power to tax is the power to destroy, it was generally thought that he had stated our future course in taxation. For my part, I propose to follow it. Let Congress abolish the tax on business until American citizens out of business until they have their day in court. Even though the country is at war, the Constitution is still in effect, 100%,

## Being Wary

Detroit, April 25.

With nighties here having moved back the starting time of their shows to take the tax off the early diners, entertainers have grown more wary than ever of anything which might be construed as entertainment.

With the idea that if an entertainer is much as he is, his mouth: the place is liable to the big, Sammy Dobert, order leader of the Show Show bar, said: "So help me, I won't even call a customer to the telephone before 10 p.m."

## House, Shortage Will

Keep 'Slap Happy' On

Tour at Least 4 Wks.

Low Walters' inability to part a Broadway house for his vaude revue, "Slap-Happy," headlining Jay C. Flippen, will keep the show on at least four weeks, or until the current legume jam eases up. Some condition delayed releases until last week.

Show bows in at Ford's, Baltimore, May 8, with Pittsburgh set for the following week and then two weeks in Philadelphia.

In addition to Flippen, show will include: Eddie, M. L., and the Maroon-Cross and Dunn, Gene Shelton, Pat Rooney, Eddie Hanley, Wharton, Brok., Terry, Lawyer and, Mrs. Kavanagh will be musical director.

## MARION HARRIS DIES

IN N. Y. HOTEL FIRE

Marion Harris, vaude, niter, musical singer and one of the pioneer actresses in recording sound in film, died Sunday night (23) as result of fire in her room at the Hotel Le Marquis, New York. According to police, the singer had gone to bed with a lighted cigaret that ignited the mattress. Not dislodged by Harris, the fire spread to the room and she was found dead in her room under her marriage name, Mrs. Mary Ellen Harris. Her identification was taken by Peggy Hopkins Joyce, a friend. An official identification was made Tuesday (25) at the City morgue by Rose Perfect, also a long time friend. Body was removed to Universal Chapel, N. Y., to await further instructions re burial from deceased's husband.

Miss Harris, wife of Leonard Urry, London theatrical agent, came to New York about two months ago for treatment after being benighted out of her home in London. She had been a patient at the Neurological Institute for several weeks prior to registering at the hotel.

Miss Harris began her theatrical career by singing with colored diets that motion picture houses used to use, and it was in an obscure theatre where she met Vernon Castle, discovered her. She was brought to New York by Charles Dillingham and opened in latter's star-studded diets of "Stop, Look and Listen," which premiered at the Globe theatre, now a film house, and appeared in "Ziegfeld's Midnight Frolic," "Yours Truly" and other successful musical shows.

Blonde and slender, Miss Harris' soft-voiced rendition of blues songs made her nation-wide popularity. In the early 1930's she sang over a coast-to-coast radio network regularly and became known as "The Little Girl With The Big Voice." She also made many recordings, probably her most famous being "The Man I Love" and "I Ain't Got Nobody," which sold over several millions of records.

Miss Harris was married to Leonard Urry, a British actor, in 1928. Rush Hughes, son of Rupert Hughes, novelist and playwright, they had two children, Rush, Jr., and Ellen. They were divorced in 1928. Miss Harris went to London about 10 years ago to appear in a show and several years ago she was married to Urry.

## Convenient Switch

Billy Bokorine, Negro vocalist, was moved from the Yacht Club, 52d street, N. Y., spot to the Onyx Club, Fifth Avenue, the way last year, the former, injured by the 30% tax, sought to cut his salary. He claims

# Can. 15% Withholding Tax Invoked Because of U. S. Acts Chiseling

## Lee Mortimer Collects

On Chinese Nitery Revenue

An act of his office on all-Chinese niteries is now reeling Lee Mortimer, N. Y. Mirror film and cafe critic, \$100 a week royalty from the "Chinese" and \$100 a week it goes into vaudeville.

Lee, Frank Law of the Hotel Belmont-Plaza's Glass Hat Room (N. Y.) the idea, and when Milton Kaufman (General American) put the all-Original act together, the newspaperman was given a royalty contract.

Revenue, current at the Glass Hat has been booked into Lee's State on Broadway for week of May 10, after closing at the Glass Hat.

## E. M. Loew Settles With

AGVA on Mass. House

Opening show Friday (21) at the Court Square theatre, Springfield, Mass., was delayed when Ed Nerrett, Boston lawyer representing the American Guild of Variety Artists, instructed performers not to go on following receipt of a telegram that threat from Dave Fox, director of AGVA Local No. 5, New York. Fox was lifted in time to get away after E. M. Loew, owner of the theatre chain that runs the Court Square, sent \$100 to the N. Y. local covering three days' back salary for Jodie Thorpe. Controversy over performer's salary had caused AGVA to put the Court Square on its "unfair" list as of April 15, but matter was slated to be settled last week following promise of Loew to meet with Thorpe Thursday (20) to thresh out the matter. When Loew failed to keep his appointment AGVA clamped down again, although obviously it had interposed no objection to performers playing the Court Square.

Miss Thorpe claimed she was forced to give the Springfield hotel after not being given time to get to get equipment for her novelty act in order.

## Saranc Lake

My Happy Benway

Saranc Lake, N. Y., April 25.  
Benway's "Benway" back from New York. Will produce "Our Town" here for the next War Bond drive, under auspices of Rotary Club. Admission by bond purchase. Eddie Vogt will assist in producing.

After curing here, Albert C. Baggett, has been added to staff of announcers at local station. Will. Jerry Sager here for a weekend to Okay and back to work.

Thanks to Joe Laurie, Jr., Milton Berle, Jackie Heller, Frank Cannon, Cross and Dunn, Senator Ed Ford and Junnie Allister for books and other reading matter to patients of the colony.

Winnie Heasney, Jack Clancy, A. E. (Tony) Anderson and Dr. Henry's Leitch made honorary members of Good Samaritan hospital, their efforts in promulgating cheer up the hospital where most needed.

Study and Craft Guild staging nightie "The Revue and the Col. Rita Rios, former torch of the El Chico, Greenwich Village, N. Y., is expected to succeed. Red Cross. Ronald Alexander visited Jordy McNicely last week and was pleased with latter's improvement.

Howard Levy has been upped for breakfasts, while Dick Miller has been okayed for mild exercise.

City Daugherty and Stella Mae Pether received summer vacation tracts, both adding weight and good health.

Jeannie Dunn left for New York City last week. She was accompanied with Maxie Myerfield at the Will Rogers.

Write to those who are ill.

Recently instituted 15% Canadian withholding tax on U. S. performers' salaries apparently is not being deterred by all summer centres, and it. Order, made effective several weeks ago, has caused some tax heads, was due to the practice of U. S. performers circulating from one job to another, leaving employers in each spot they had just come from the States and had not worked in Canada previously.

Tax is due on all salaries over \$600 for single persons and \$1,200, married. At the end of the tax year performers can file regular returns on Canadian-earned cash and receive rebate if they've paid more. Bums paid Canada can, it's claimed, be deducted on U. S. returns, too, by agreement between the countries.

Some spots apparently are absorbing the tax, but others are not. Others claim they know nothing of it, such as Al & Belle Dow, who supervise the Gaylord theatre, Montreal. Dow says they will absorb the tax after establishing its existence.

Fredde Fischer's bandmen are held over indefinitely at the Radio Sound, Hollywood.

## AL BORDE

PRESENTS

BENNY MEROFF

"FUNZAFIRE"

CONYANT

(FIFTH YEAR)

•

Fifth Week

Jack Lynch's

WALTER ROOF

PHILADELPHIA, PA.

A NEW SINGING STAR

JEAN TIGHE

Dir., KENNETH LATER

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NEW ENTERTAINMENT

THEATRE

ANN JUDSON, JR.

•

WILLIE SHORE

Personal Management

AL BORDE

•

ANN JUDSON, JR.

•

WILLIE SHORE

Personal Management

AL BORDE

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ANN JUDSON, JR.

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WILLIE SHORE

Personal Management

AL BORDE

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ANN JUDSON, JR.

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WILLIE SHORE

Personal Management

AL BORDE

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ANN JUDSON, JR.

# CAPPELLA AND PATRICIA

Thanks "Variety"

For giving us the best notice in the review of the picture, "Moon Over Las Vegas."

Just Closed El Cortez Hotel, Reno, Nevada

This Week, April 26  
RKO Golden Gate Theatre, San Francisco

ENTERTAINING OVERSEAS WITH USO-CAMP SHOWS

BOB EVANS

WITH PATTY OLSON

Presented by

THE KROGER

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Versatility in Rhythm

KEENEDY

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On Tour for USO

Overseas

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STAGE CAREER

For Young Men

Aerobic-Adagio

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Must be strong, good looking, 5 feet, 10 inches or taller, Experience not necessary.

Write to: Edw. and Desperance, details, 2nd floor

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ANN JUDSON, JR.

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WILLIE SHORE

Personal Management

AL BORDE

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WILLIE SHORE

Personal Management

AL BORDE

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ANN JUDSON, JR.

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WILLIE SHORE













# "Want to be a girl with Date Appeal?"

**RITA  
HAYWORTH**



**"My Lux Soap Beauty Care  
really makes skin lovelier"**



**I NEVER NEGLECT MY  
ACTIVE-LATHER FACIALS.  
THEY'RE A WONDERFUL  
BEAUTY AID!**

*In a recent test of this Lux Toilet Soap care screen stars recommend, actually 3 out of 4 complexions improved within a short time.*

*Rita Hayworth, lovely Hollywood star, tells you, "First cover your face generously with the rich Lux Soap lather, and work it in gently but thoroughly. Rinse with warm water.*

*splash with cold—then pat to dry. These ACTIVE LATHER FACIALS are a simple care that works."*

*See if this daily Lux Toilet Soap care doesn't make your skin softer—smoother, more appealing.*

#### **FIGHT WASTE**

*It's patriotic to help save soap. Use only what you need. Don't let your cake of Lux Toilet Soap stand in water. After using place it in a dry soap dish. Moisten last sliver and press against new cake.*

**RITA  
HAYWORTH**

Star of Columbia Pictures

**"COVER GIRL"**

NOW SHOWING LOCALLY

**Lux Toilet Soap L-A-S-T-S...It's hard-milled!**

*9 out of 10 Screen Stars use it*

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